AUGUST 30, 1954

35c PER COPY

TECHNOLOGY DEPARTMENT

BROADCASTING TELECASTING

NEWSPAPER
Dec54 H-B
Detroit Public Library
Technology Dept
96 Putman Dr
Detroit 2 Michigan
NL343
B 100

IN THIS ISSUE:

...ness Rising With ...ing Leading Way
Page 31

...Major Meetings ...Chicago This Week
Page 38

...Firms Ready ...Spot Budgets
Page 46

...Group May Buy ...Holdings in D. C.
Page 72

...TURE SECTION
...gins on Page 79

23RD year

...NEWSWEEKLY ...RADIO AND TV

PUBLIC LIBRARY
AUG 30 1954
DETROIT M.

Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

143,000 radio sets sold last year; only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year more than 143,000 radio sets were added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

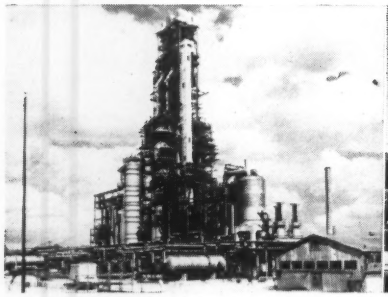
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielson—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

IN BALTIMORE
WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

SUN OIL COMPANY DOES A COMPLETE JOB...



SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

When you "fill 'er up" with SUNOCO . . . the power flowing into your tank is the result of a complete job of production. The exacting scientific control at SUN's catalytic cracking plants, such as the above in Toledo, insures the best in petroleum products. Together with modern distribution and salesmanship, Sun Oil Company stands a leader in the field.

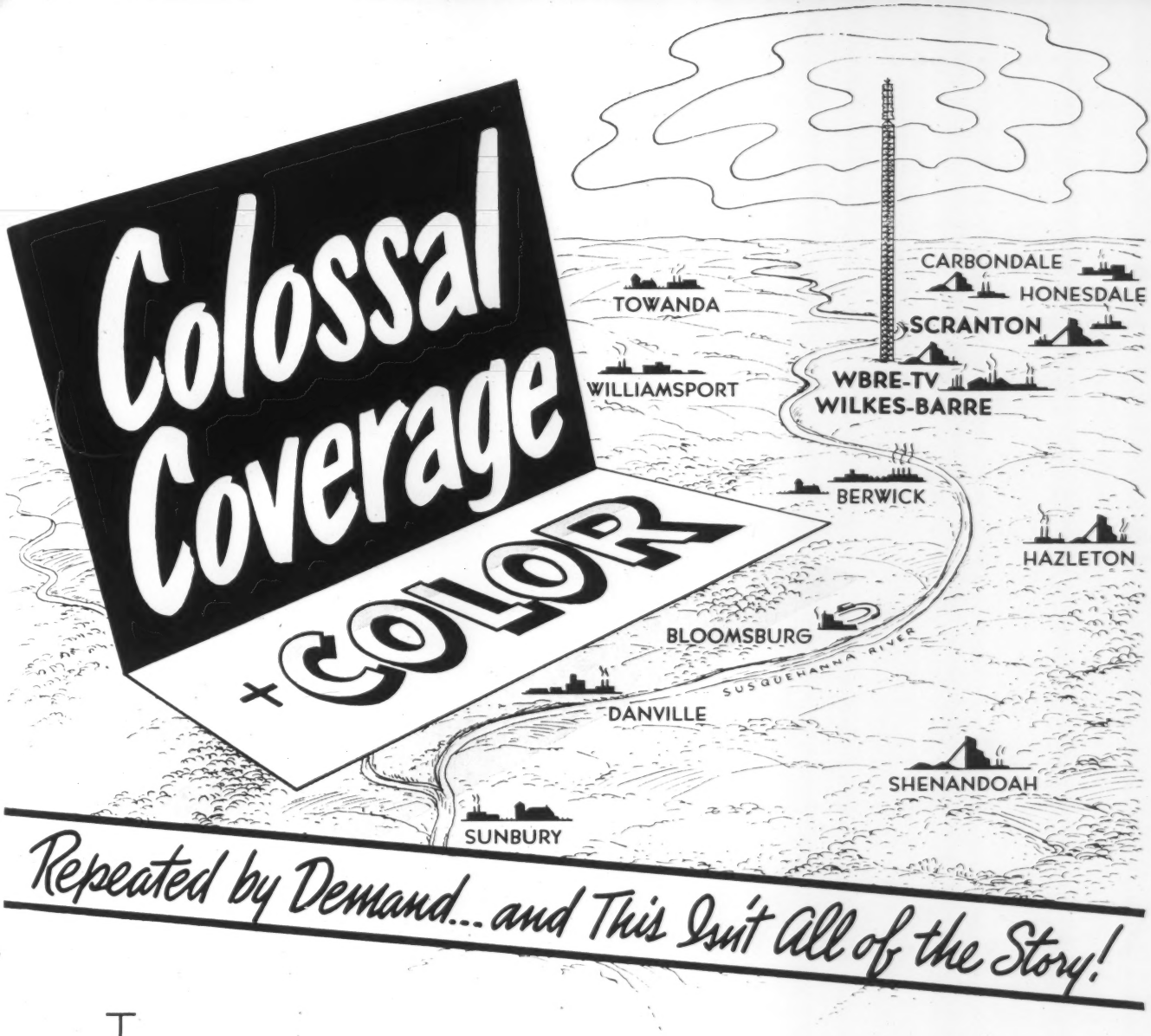
Havens & Martin, Inc., also gives you power . . . "sales" power from Richmond to the rich areas throughout Virginia. Creative programming and public service on WMBG, WCOD and WTVR has built large and loyal audiences. Join the other advertisers using the First Stations of Virginia.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR TV

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



Repeated by Demand... and This Isn't All of the Story!

Take out a map of Pennsylvania, and measure the vast area covered by WBRE-TV as indicated by the cities shown above, and you begin to realize how important it is to you, the time buyer, to select WBRE-TV in this, more than 1,370,000 population area of Manufacturing, Mining, Farming and Wholesale distribution payrolls. WBRE-TV serves most of these people most of the time.

There are many reasons why the TV viewers in this Colossal Coverage turn more frequently to WBRE-TV . . . we have the most and the best day and night programming, both local and network . . . we have the best quality signal, because we have one of the best technical staffs in the country . . . WBRE is the pioneer station of N.E. Pennsylvania . . . 1st in Radio, 1st in TV and now, 1st in Color TV.

UHF set count December 31, 1953 was 130,000.
UHF set count as of July 31, 1954 was 163,000.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY

Since **1922**

316,000 WATTS

WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

M E E K E R

New York
Los Angeles
Chicago
San Francisco

closed circuit.

ATTACKS of Hearst radio-tv columnists on CBS news commentators appear to have put chill on prospect that CBS-TV will affiliate with Hearst should newspaper succeed in procuring contested ch. 6 assignment at Whitefish Bay, in Milwaukee market area. Latest attack against CBS Inc. President Frank Stanton in New York *Journal-American* understood to have capped climax, with prospect now that CBS affiliation either will remain with uhf (current affiliate is WCAN-TV) or go to recently-merged ch. 12 group [WTVW (TV)]. CBS Radio is affiliated with WISN Milwaukee, Hearst-owned.

★ ★ ★

PROJECT to increase power limit of Class IV (local) stations from present 250 w to 1000 w is gaining momentum as means of improving local station service throughout country. Among those supporting move for horizontal increase: Merrill Lindsay, WSOY Decatur, Ill.; Robert T. Mason, WMRN Marion, Ohio, and F. Ernest (Dutch) Lackey, WHOP Hopkinsville, Ky. Former FCC Comr. T. A. M. Craven, of Craven, Lohnes & Culver, has been retained as engineering consultant.

★ ★ ★

FOUR stations of Westinghouse Broadcasting Co. expected to join Quality Radio Group, cooperative nighttime tape project, probably at Sept. 2 organization meeting in Chicago. Stations are KDKA Pittsburgh (I-A); WBZ-WBZA Boston-Springfield (I-B); KYW Philadelphia (I-B), and KEX Portland, Ore. (I-B), all 50 kw. These additions would bring list up to 21 stations, but number of others known to be awaiting approval of their boards before formally announcing affiliation. Ceiling is 36 stations, with hope of beginning service this fall [B•T, Aug. 23, 16].

SUBSTANTIAL progress is being made in RCA's David Sarnoff Laboratories, Princeton, N. J., on development of electronic color process as substitute for photo engravings. Inside report is that development may be forthcoming much sooner than originally anticipated and that it will be boon to graphic arts in cutting costs and in perfecting problems incident to color registration.

★ ★ ★

ALL ISN'T SERENE for Chairman John W. Bricker of Senate Interstate Commerce Committee in his home state of Ohio because of his full-dress investigation of radio and tv. It's reported that some of his most prominent newspaper backers, also in radio and tv broadcasting, are disturbed over his self-propelled project. Sen. Bricker's present term runs until Jan. 3, 1959. First outcropping of opposition may come in newspaper editorials challenging investigation as badly timed, of no useful purpose and of being steeped in politics.

★ ★ ★

DELIVERY of FCC's 1953 Christmas present to fm broadcasters—authorization of multiplex and simplex auxiliary services such as functional music—is predicted well before holiday season this year. Best guess: FCC will approve proposal over protests of non-broadcast services on ground operation is more like broadcasting than point-to-point, will bolster fm business.

★ ★ ★

MORE LIGHT on FCC's look into political libel at behest of Dept. of Justice [B•T, Aug. 16]: Legal staff is drafting proposed uniform statute for submission to FCC when it reconvenes with likelihood it will go to Dept. of Justice for presentation to Council of State Attorney Generals, meeting in Washington in late September.

★ ★ ★

ELLIS MOORE, manager of radio-tv business publicity for NBC, reportedly in line for elevation to director of press department, under press and publicity vice president Sydney H. Eiges. Richard T. Connelly leaving directorship to return to Young & Rubicam, New York, as assistant manager of radio-tv department [B•T, Aug. 16].

★ ★ ★

H QUENTON COX, Portland broadcaster and former president of KGW, has decided to remain in Pacific Northwest and probably will acquire fm station. He rejected offer of NARTB administrative post made by President Harold E. Fellows because of current station negotiations. Mr. Fellows has altered his original plan with naming of Howard H. Bell as assistant to the president (story page 62).

★ ★ ★

ROBERT K. RICHARDS, whose tenure as administrative vice president of NARTB was to wind up Sept. 1, at which time he planned to enter private public relations practice, has agreed to remain another month at behest of President Harold E. Fellows. Mr. Fellows does not plan appointment of successor as No. 2 man.

★ ★ ★

THEODORE GRANIK, creator of *American Forum of the Air* and *Youth Wants to Know*, has three new programs in works, two of which depart from forum format. Mr. Granik's radio-tv activity is avocation; his main pursuit is law practice.

the week in brief

► The fall tv business picture: it's good 31

► A big week for meetings in Chicago 38

► Preview: a bra commercial on tv 46

► Nine advertisers allot spot budgets 46

► Hazel Bishop takes Toni to the courts 50

► ABC Film opens Dallas, Atlanta offices 58

► The district meetings plan their agendas 62

► Another Nielsen technique: Recordimeters 63

► FCC hearing workload still formidable 64

► Perjury charged in Portland ch. 12 case 66

► Levy, associates eye WTOP buy 72

► WOR-TV sets up movie repeat schedule 76

► Approval of writers groups merger nears 78

► Merchandising: most stations do 81

► How the kids boost the family's televiewing . . 83

► The first network editorial 86

► German tv production up 94

► Color by year-end: AT&T promises 126 stations 97

► Five NBC affiliates named for radio study 99

► Telestatus: tv stations, sets, target dates 111

What Makes a Radio Station Grate?

"Commercials." — J-hn Cr-sb-

• Now Read What these Other Folks Have to Say About WMT and WMT-TV

"I've been buying time on the radio for many a day, man and boy, and I never—no, never!—saw a letterhead like yours before! Or since."

—Time Buyer,
Oelwein, Iowa

"Your 'Lights Out' Program gives me the creeps."

—Ch-s. Ad--ms

"Why don't you give us the right time?"

—Nicely Nicely Johnson

"Give us more programs like the Coronation."

—British listener

"Please send me a catalogue."

—*Anon.*

"I sure admire the art in your ads."

—Hutch

"The movie last night was terrific. But my popcorn didn't come. I been a good customer of your for many a day, man and boy, and I never—no, never! didn't get my popcorn before. What's television coming to?"

—Your friend Irma

"Last night your Weatherman promised me fair and warmer and today it rain. What the hell kind of station you run anyway?"

—Wet Hen

"You sure a bunch of good sports."

—Tait Cummins, WMT Sports Director

"But we *sent* you the order last week. Check the transom."

—The Katz Agency

NOTE: Please send <u>your</u> unsolicited testimonials to

WMT AM & TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency

at deadline

AT&T Rate Adjustments Favor Smaller Tv Users

NEW "package" rate for combination video and audio service furnished telecasters by AT&T, reducing minimum-hours requirement for audio and accompanied by corresponding reduction in station connection charges, filed by Bell System with FCC, to be effective Oct. 1.

Under present tariffs, telecasters (primarily networks) must contract for audio and video services separately and must pay for at least 16 hours per day for audio as against 8-hour minimum for video. Thus for eight consecutive hours per day, cost is $35 per channel mile for video plus $6 for audio, or total of $41 per channel mile for both. New package rate for both services comes to $39.50 per channel mile for eight consecutive hours.

"This offering gives the broadcasters a more favorable contracting arrangement" and was designed "to better meet the varying requirements of the television industry," company said. Chief beneficiaries of move, observers felt, would be ABC-TV and DuMont Tv, since they use network facilities fewer hours per day than do CBS-TV and NBC-TV.

Under scale established for new package rate, nine consecutive hours' audio-video service would cost $41.75 per channel mile as against existing $43 total; 10 hours, $44 instead of $45; 11 hours, $46.25 instead of $47; 12 hours, $48.40 instead of $49; 13 hours, $50.55 instead of $51; 14 hours, $52.70 instead of $53, and for 15 hours, $54.85 instead of $55. For 16 consecutive hours, new rate remains same as old: $57.

Reduction in station connection charges would bring present $575 monthly rate for eight-hour service down to $555, with corresponding changes ranging up on hourly basis. For instance: at 15 hours, present rate of $820 would be cut to $817; for 16, $855 to $854.

Carnation Buys ABC-TV Grid Schedule Regionally

CARNATION Co., Los Angeles, has signed as first sponsor—on regional basis—of ABC-TV's 13-game NCAA fall football schedule, according to joint announcement today (Monday) by Carnation President E. H. Stuart and ABC Executive Vice President Robert H. O'Brien. Carnation will sponsor full schedule, starting with Sept. 18 California vs. Oklahoma at Berkeley, on ABC-TV Pacific Coast Regional Network. This is lineup of 14 stations in California, Oregon and Washington. Agency for Carnation is Erwin, Wasey, Los Angeles.

Reports circulated that negotiations for other regional sponsorships of games—which in any case are to be carried nationwide—were nearing completion. Earlier, with time for kickoff game approaching and no sponsor signed for full slate, ABC-TV at one point was offering sponsorship on "per game" basis.

Streibert Reports Progress

U. S. Information Agency is using every means at hand to fight international communism, Director Theodore C. Streibert said yesterday (Sun.) in second semi-annual report to Congress. Among accomplishments: distribution of tv films to 24 stations in 19 countries of Europe, Latin America, Far East and Africa.

LITTLE EFFECT

RULING that seller who grants advertising allowances to one dealer must pass that information along to all his dealers, issued Thursday by Federal Trade Commission, is expected to have no more that "infinitesimal" effect on broadcast advertising, BAB President Kevin Sweeney estimated Friday. He said that outside soft-line field, which was involved in FTC case, major co-op advertisers with few exceptions already follow uniform policy of making their co-op known to all their respective dealers. He also noted growth in share of co-op budgets devoted to radio.

DuMont Stations Plan For Promotion and Color

DuMONT o&o stations announced plans Friday for "aggressive merchandising," further network integration, "a composite film" for agency showing, and color telecasting after two-day sessions with DuMont Network officials.

Film will show "out-of-town" agencies what all three stations do in local programming. Decisions on color included: (1) WABD (TV) New York to originate color programs (from film) next month for New York area; (2) WDTV (TV) Pittsburgh to be equipped to transmit color programs "moved by any network." Ways were considered to permit WTTG (TV) Washington, third o&o, to telecast color.

ABC Sets McCarthy Shows

ABC Radio network scheduling three special newscasts daily to report highlights of Watkins Committee hearings on censure charges against Sen. McCarthy. With radio and tv barred from direct coverage, ABC said its radio reporters would review developments and give excerpts of testimony from stenographic transcript of proceedings. Broadcasts will be presented at 11:45 a.m.-noon, 3:45-4 p.m., and 4:45-5 p.m., all EDT, on days when hearings in session.

WINT (TV) Joins CBS-TV

WINT (TV) Waterloo (Fort Wayne), Ind. (ch. 15), signed by CBS-TV as primary affiliate, effective Sept. 26, CBS-TV station relations vice president Herbert V. Akerberg announced Friday. Station is owned by Tri-State Television, with Ben Baylor as general manager.

SECOND SETS

NEARLY HALF of tv families in Los Angeles plan to buy second tv sets, most of them in 1955, according to survey made for Admiral Corp., Chicago, by Woodbury College. Of 1,200 families interviewed, 37% indicated they would buy second set because of conflict between children's and adult shows, 32% wanted larger screens. Survey placed number of viewers in average household at 3.3, said large screen sets (21-in. and up) are owned by 40% of families.

• BUSINESS BRIEFLY

BLOCK BUSTER • Block Drug Co., Jersey City, N. J., from Sept. 1 through December will promote its Amm-i-dent toothpaste with heaviest spot tv schedules ever put behind any dentifrice, George J. Abrams, vice president and advertising manager, announced Friday. Campaign was placed in 107 major markets with frequency as much as 25 times per week. Spot schedule is in addition to Amm-i-dent's sponsorship of *Danger* on CBS-TV, Tuesday nights.

CLAUDETTE'S TONI • Toni Co., Chicago, through Weiss & Geller, N. Y. and Chicago, will sponsor *Claudette Colbert Show* starting Oct. 30 in Saturday 8:30-9 p.m. period on NBC-TV. Pending start of Colbert show, advertiser will underwrite *The Duke*.

CROSLEY ON NBC • Crosley Div., Avco Mfg. Corp., Cincinnati (tv sets), through BBDO, N. Y., will sponsor football *Game of the Week* Saturdays, 2:30 p.m. to conclusion, on full NBC Radio network. Wherever network cannot clear time on its own affiliated stations, advertiser plans to buy non-NBC stations.

COFFEE RECOUPING • Pan American Coffee Bureau planning institutional campaign in television starting early in October with participations on *Today* on NBC-TV and spot announcements placed in 22 markets where *Today* is not carried. Bureau will promote coffee-drinking to offset last season's high price for coffee and tea companies' inroads on coffee sales. Cunningham & Walsh, N. Y., is agency.

SPOTS FOR GULF • Gulf Oil Co. (gasoline), through Young & Rubicam, N. Y., placing radio spot announcement drive starting Sept. 15 for 13 weeks in about 50 markets.

WADE GOES EAST • Geoffrey Wade Adv., Chicago, announces opening of New York office at 10 E. 49th St., effective Sept. 15, with Forrest Owen Jr. as manager. Mr. Owen joined Wade in Chicago in 1944, transferred to Hollywood office in 1946 as radio-tv director.

'Reply' to Ike Set

OPENING GUN of Democratic "reply" to all-networks speech last Monday night by President Eisenhower probably will be talk by Sen. Albert Gore (D-Tenn.) on MBS Wednesday at 10:30-11 p.m. EDT. Democrats, promised time on ABC radio and tv and NBC radio and tv, plan to announce speakers and times early this week. Denied time by CBS and DuMont (see story, page 97), Democratic National Committee has heard nothing further from either, committee spokesman said.

Demos to Map Strategy

DEMOCRATIC National Committee meets Sept. 17-18 at Indianapolis' Claypool Hotel with staff people, party leaders and others, including representatives from Joseph Katz Co., committee's agency, to discuss strategy for fall election campaign. Party leader Adlai Stevenson will address fund-raising dinner Sept. 18 with "major speech," committee spokesman said, adding former President Harry Truman will attend if he's well enough.

A contract worth telling about!

We're right proud of a new contract one of our enterprising local salesmen obtained recently:

Delta-C&S, the nation's fifth largest airline, bought the CBS World News Round-Up, 8 to 8:15 a.m. Monday through Saturday, for 52 weeks starting June 28—312 broadcasts.

A significant side-light is that Delta-C&S is a hometown company. Its officials know the local picture mighty well. So does their advertising agency, which also has headquarters in Atlanta. So, when it came to picking a station—they knew what they were doing!

To reach the most people, at the lowest cost, in the ever-growing Atlanta market—it will pay you to follow the lead of Delta-C&S Airline and choose WAGA.

waga 590 on the dial 5,000 watts

CBS-radio in Atlanta

A STORER STATION

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Stanton Says CBS to Sell Station Minorities By Jan. 1

CBS has target date of Jan. 1, 1955, for sale of its minority interests in WTOP-AM-FM-TV Washington and WCCO-AM-TV Minneapolis and is free to sell its holdings in KQV Pittsburgh (ch. 4 tv applicant) any time it wishes, President Frank Stanton testified Friday at St. Louis ch. 11 hearing before Examiner Thomas Donahoe (see story page 66). CBS is one of five applicants.

Dr. Stanton said network proposes to sell holdings in three outlets and has always intended to dispose of minority interests if necessary to permit full ownership of stations within FCC limitations.

(*In statement issued Friday, Philip L. Graham, president of Washington Post Co., reiterated that Post company hoped to buy out CBS minority in WTOP-AM-TV and said "proposed sale of this minority will in no way affect the operating policies of WTOP-TV and WTOP Radio in view of the Washington Post Co.'s ownership of a controlling interest."*)

Dr. Stanton testified sale formula, including price, is incorporated in KQV contract and network can dispose of its 45% interest without need of negotiations. He added he has requested audits of Washington and Minneapolis properties as of last July 31 to aid negotiations. "We're trying to sell," he testified, "before St. Louis case is decided and hope to be out of stations before that time." CBS owns 45% of WTOP properties and 47% of WCCO stations. He testified network has non-voting minority ownership in three cities.

His lengthy testimony dealt with network's need of owned stations to provide financial cushion needed for program and staff development. He said profits from networking are slim.

Under cross examination by counsel for 220 Television Inc., Mr. Stanton estimated 85% of revenue of o&o tv stations probably would come from three top markets, New York, Chicago and Los Angeles. Mr. Stanton was asked to supply data on CBS subsidiaries in programming, packaging and allied fields. Case resumes Wednesday.

Examiner Favors Cowles For Ch. 8, Des Moines

INITIAL decision proposing to grant ch. 8 facility in Des Moines to Cowles Broadcasting Co., operating KVTV (TV) Sioux City and KRNT-AM-FM Des Moines among its properties, announced by FCC Friday. Examiner Millard F. French favored Cowles over Murphy Broadcasting Co., competing applicant (operates KSO-AM-FM Des Moines).

Long hearing record involved heated competitive claims and charges, with unsuccessful attempts made by Murphy to introduce evidence designed to show Cowles purportedly mentioned White House and other political influences and made financial offers to induce withdrawal of Murphy application.

Examiner French conceded Murphy is to be preferred on issue of diversification of mass media and integration of ownership. He found, however, that Cowles was to be preferred for more meaningful local ownership, program proposals, business-civic experience, participation in community affairs and past performance.

SEVEREST CRITIC

NOT ALL program pioneering leads to successful network productions, CBS President Frank Stanton conceded Friday while testifying at St. Louis ch. 11 hearing before FCC Examiner Donahue. "We've had clinkers in our time—last night for example," he said jocularly, referring to his own appearance in network editorializing role (story page 86).

Sales of WEAN, WTAC, KCSJ-AM-TV Put to FCC

THREE transfers of station properties, both radio and tv, filed with FCC Friday. Outlets involved are WEAN Providence, WTAC Flint, Mich., and KCSJ-AM-TV Pueblo, Colo.

● General Teleradio Inc. sells WEAN to Providence Journal Co. for $260,000 cash plus $18,200 real estate. *Journal* will surrender WPJB (5 kw on 1420 kc) upon acquiring WEAN (5 kw on 790 kc).

● WTAC is sold by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc., operator KPOA Honolulu and subsidiary of Tele-Trip Policy Co., New York. Consideration: $91,000 cash plus assumption of liabilities of about $196,000 [B•T, Aug. 9]. WTAC earlier surrendered ch. 16 tv permit after suspending tv operation.

● KCSJ-AM-TV control is transferred from Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) to Bankers Life & Casualty Co. (KGA Spokane) to settle loan of some $300,000. Bankers Life agrees to advance additional funds to keep stations on air, will retain Mr. Kahle for five years at $1,000 monthly plus 25% of net operating profit. Mr. Kahle also gets option to buy 25% at later date for $12,500.

Balance sheets submitted with WEAN transfer bid for General Teleradio Inc. showed as of June 30 total assets (including MBS) of nearly $11.8 million, earned surplus $4 million. Current liabilities were $3.6 million, long term debt $3.5 million. Balance sheet for *Journal* as of same date gave total assets of nearly $7.8 million, unsegregated surplus $4.8 million, current liabilities $1.2 million. Net income after federal taxes was $750,505 for 1952, $655,303 for 1953.

Other General Teleradio properties include: WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco and 55% interest in General Times Television Corp., operator WGTH-AM-TV Hartford.

UPCOMING

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.
Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.
Sept. 2: Television Bureau of Advertising meeting, Blackstone Hotel, Chicago.

For other Upcomings see page 117.

PEOPLE

JOHN T. LORICK appointed director of advertising and sales promotion, Congoleum-Nairn, Kearny, N. J., replacing **LAUREN K. HAGAMAN.** Mr. Lorick formerly was sales promotion manager of concern's Gold Seal division.

LARRY LOWENSTEIN, acting head of publicity-promotion department, Benton & Bowles, N. Y., since last January, appointed director of department, **HOLCOMBE PARKS,** vice president and director of public relations, announced Friday.

ROBERT J. JONES appointed advertising director of Sterling Insurance Co., Chicago.

DAVID L. QUAID, freelance color photographer, joins Transfilm Inc. as chief cameraman, **ROBERT KLAEGER,** production vice president, announced Friday. **HARRY YING-LING,** associated with Mr. Quaid for three years, also joins Transfilm as assistant cameraman. Both will work on tv commercials and non-theatrical films.

DR. W. R. G. BAKER, General Electric Co., reappointed chairman of Television Committee of Radio-Electronics-Tv Mfrs. Assn.

McCollough, Clay to Head NARTB Convention Group

CO-CHAIRMEN of 1955 NARTB Convention Committee named Friday by President Harold E. Fellows. They are Henry B. Clay, KWKH Shreveport, La., chairman of association's Radio Board, and Clair R. McCollough, Steinman Stations, Tv Board chairman. Convention will be held week of May 22 in Washington.

Radio and tv subcommittees, having even division of responsibility so each medium gets fair share of convention programming, were named by Mr. Fellows. On radio group serving under Mr. McCollough are E. K. Hartenbower, KCMO Kansas City, vice chairman of Radio Board; James H. Moore, WSLS Roanoke, Va., board member for host District 4, and Ben Strouse, WWDC-AM-FM Washington.

On tv subcommittee under Mr. McCollough are Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman of Tv Board; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank M. Russell, NBC.

Other members of full 10-man committee are Kenyon R. Brown, KWFT Wichita Falls, Tex., 1954 committee chairman, and John H. DeWitt Jr., WSM Nashville, who will be liaison for Ninth Annual Engineering Conference.

WPTZ (TV) Stands Firm

WPTZ (TV) Philadelphia has no intention to "soft pedal" or discontinue its weekly *Telerama* news show, station program manager Stan Lee Broza said Friday following charges last week by attorney for burglary suspect that his client "was arrested, tried and convicted on a television program" before he was formally arraigned before magistrate on specific charges. Program showed suspect being questioned by police following his arrest.

KTFS Sold to Smith

SALE of KTFS Texarkana, Tex., by David M. Segal for $102,500 to Tennessee broadcaster Arthur D. Smith Jr. reported Friday, subject to FCC approval. Mr. Smith owns WMTS Murfreesboro and WCDT Winchester, both Tenn. KTFS sale includes building. Mr. Segal owns KUDL Kansas City, KOSI Denver, KOKO Warrensburg, Mo., WGVM Greenville, Miss., and KDKD Clinton, Mo. Sales handled by Blackburn-Hamilton Co., station broker.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

PROGRAMMING
for the
LOCAL INTEREST-
FOOTBALL

MARSHALL
COLLEGE
(Huntington)
COMPLETE SCHEDULE
★ ★ ★
WEST VIRGINIA
UNIVERSITY
COMPLETE SCHEDULE
★ ★ ★
HIGH SCHOOL GAME
OF THE WEEK
(7 SCHOOLS INCLUDED)
★ ★ ★
PLACE YOUR
FALL CAMPAIGN
ON
WSAZ
TO REACH THE
COMPLETE
LOCAL AUDIENCE

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	46	For the Record	101	Open Mike	20
At Deadline	7	Government	64	Our Respects	22
Awards	96	In Review	14	Personnel Relations	78
Closed Circuit	5	International	94	Professional Services	97
Editorial	118	Lead Story	31	Programs & Promotion	92
Education	99	Manufacturing	100	Program Services	60
Facts & Figures	63	Networks	97	Public Interest	26
Feature Section	79	On All Accounts	16	Stations	72
Film	58			Trade Associations	62

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Edwin H. James, *Managing Editor;* Rufus Crater (New York), J. Frank Beatty, Bruce Robertson, *Senior Editors;* Fred Fitzgerald, *News Editor;* David Glickman, *Special Projects Editor;* Earl B. Abrams, Lawrence Christopher, *Associate Editors;* Don West, *Assistant News Editor;* Harold Hopkins, *Assistant Editor;* Patricia Kielty, *Special Issues;* Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence, *Staff Writers;* Kathryn Ann Fisher, Joan Sheehan, Audrey Cappella, *Editorial Assistants;* Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *Senior Editor;* Florence Small, *Agency Editor;* David Berlyn, *Assistant New York Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

Copyright 1954 by Broadcasting Publications Inc

On the Washington scene...

They put him on a pedestal

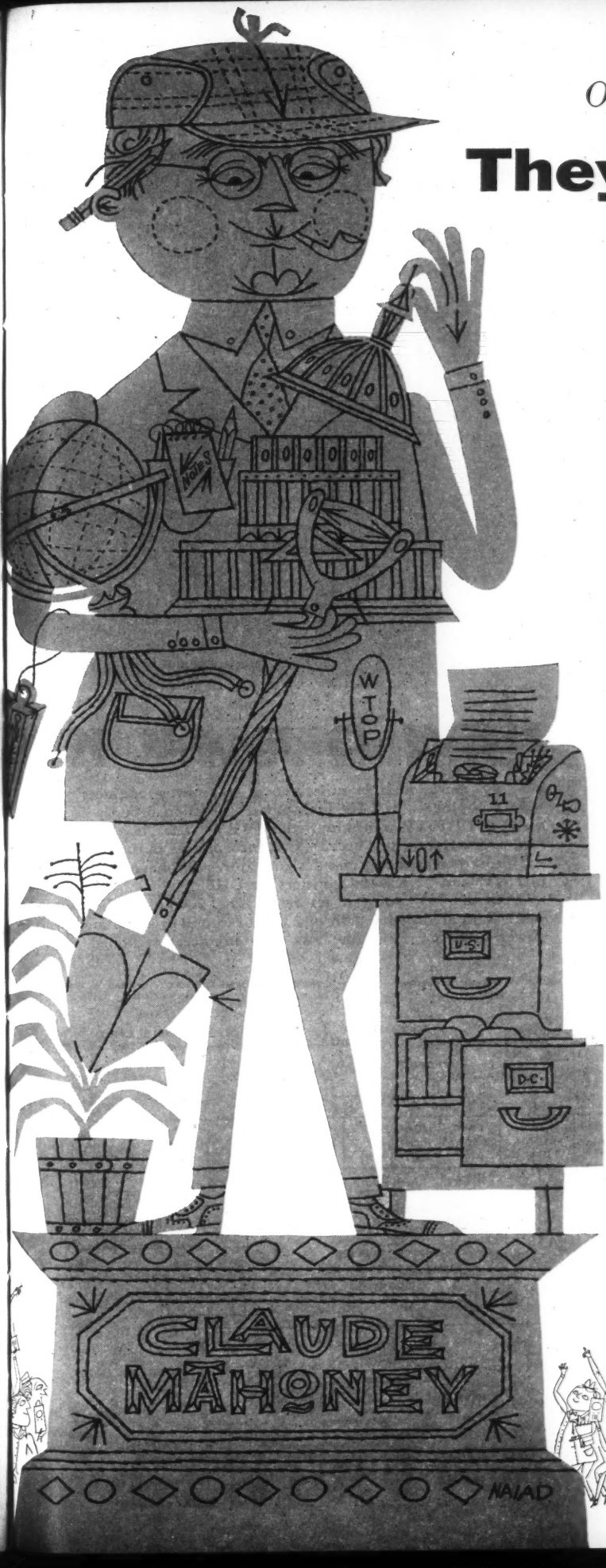
Washingtonians look up to down-to-earth Claude Mahoney...hold him in such high regard that his daily news and "once-over-lightly" show on WTOP Radio has a higher rating than any other program at its time (7:30 a.m.). In fact, a higher rating than *any* news program, local or network, on *any* other Washington station at *any* time, day or night!

This top-of-the-column position is nothing new to Mahoney. He's been a top-drawer Washington news figure for 18 years. Served as White House correspondent for the Wall Street Journal... reported for a Washington newspaper and another station for a spell...graduated to WTOP Radio 10 years ago and has been featured in the same time period ever since. And *first* in that period for the past 5 years—month after month!

Why such popularity? Perhaps because listeners like the way farm-bred Mahoney calls a spade a spade. Or because his delivery of the news is livened with earthy humor and cracker-barrel philosophy. Whatever the reason, he has the appeal – *and the audience* – that'll put your product on top in the Washington area. If you want customers to look up to you, look up Claude Mahoney on Washington's only 50,000-watt radio station.

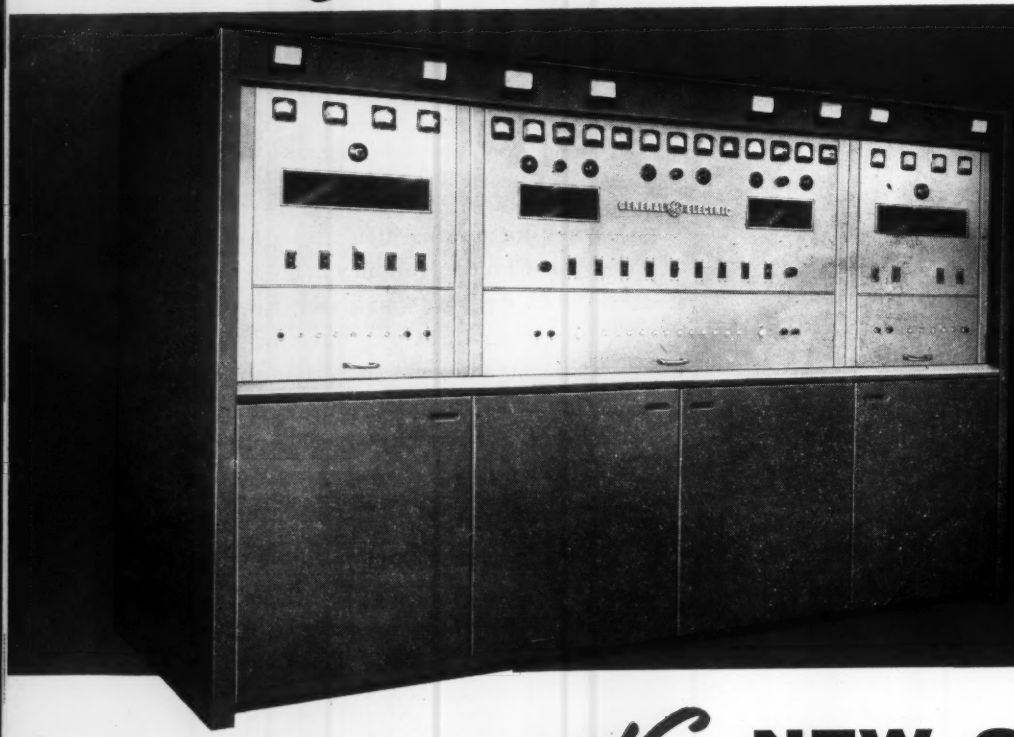
WTOP RADIO

Represented by CBS Radio Spot Sales



Source: Pulse

Now get up to 1000 KW



USING YOUR PRESENT 1 KW TRANSMITTER REGARDLESS OF MAKE

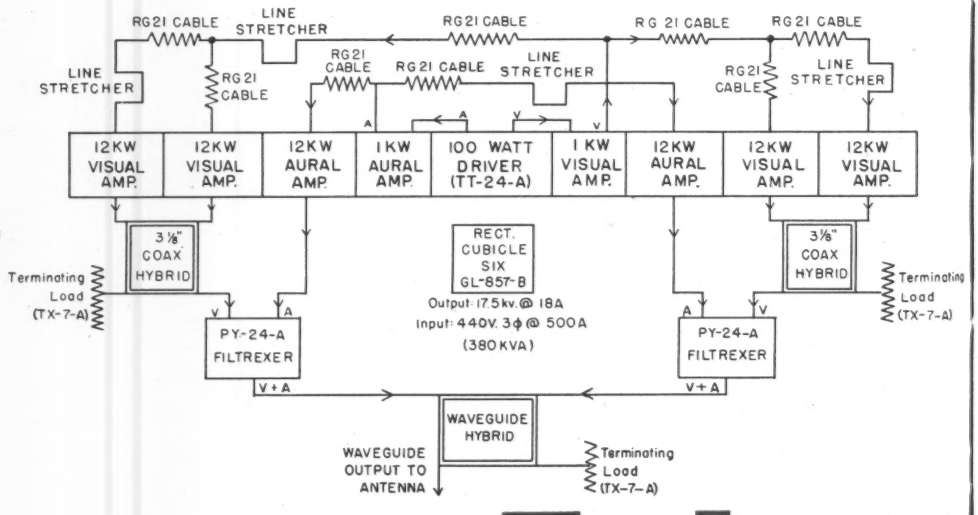
G-E 12 KW TRANSMITTER

ANNOUNCING NEW G-E 45 KW

G.E. marks another milestone in transmitter engineering! The pioneer in UHF high-power television proudly announces the *new* UHF TV transmitter—the 45 KW. The "bugs" are out, in fact, were out long ago, because G.E. incorporates in the 45 KW tested and proved components and design features that have been successful in 1 KW and 12 KW transmitters for UHF!

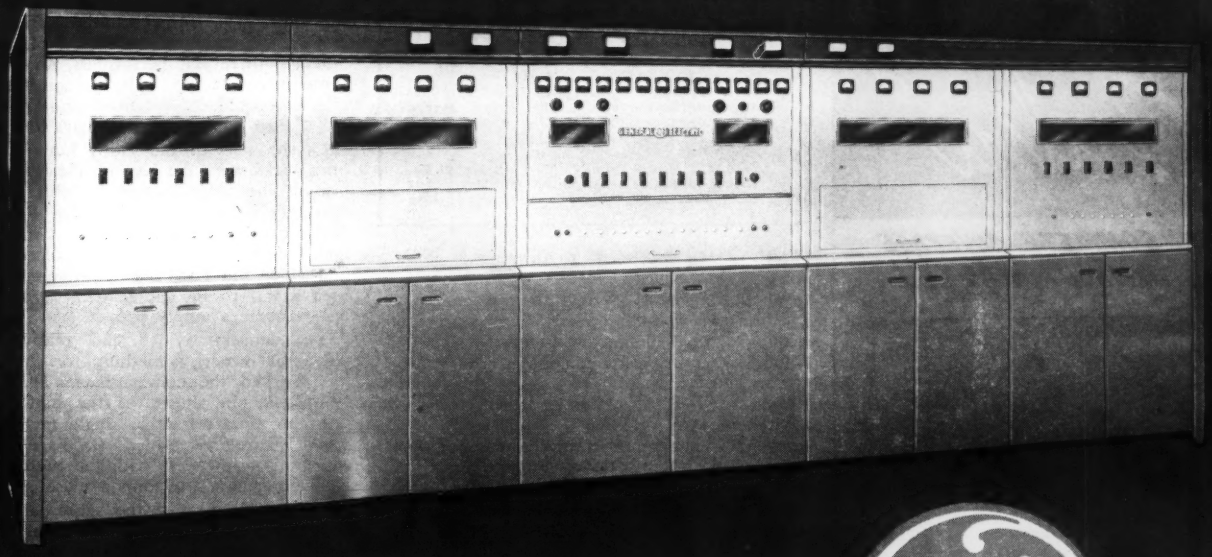
From the "45" you can get up to 1,000 KW of UHF power *this* year! With an antenna gain of 25 you can obtain a full megawatt of power allowing 11% line loss. G-E engineers reckoned with the

BLOCK DIAGRAM OF 45 KW UHF TRANSMITTER



YOU CAN POSITION THE OVERALL 35' OF EQUIPMENT TO BEST FIT SPACE REQUIREMENTS IN ANY TV OPERATION

UHF POWER IN 1954!



UHF TRANSMITTER

dollars you've already invested in present 1 KW and 12 KW transmitters throughout the country. As a result the new 45 KW utilizes a cubicle technique. Your present transmitter, whether it is 1 KW or G-E 12 KW for UHF, may be used in part to make up the ten cubicles of the new 45 KW.

The block diagram shows one suggested arrangement of cubicles and components. To save floor space and suit your individual transmitter layout, select from the others illustrated. Or, custom-tailor a cubicle layout to fit your specifications.

A FEW IMPORTANT FEATURES OF THE NEW G-E 45 KW FOR UHF TV:

- Standard quality-controlled production tubes and components—including General Electric's proved-in-service Klystron tube.
- In emergency, will operate at reduced power equal to the highest known output of current transmitters.

EXTERNAL EQUIPMENT:

	Height	Width	Depth	Weight
PLATE TRANSFORMER	90″	59″	59″	5500#
REACTOR	69″	31″	31″	1400#
WATER COOLER	89″	60″	114″	2700#
WATER PUMP	17″	15″	39″	650#
WATER TANK (filled)	33″	33″	33″	1180#
CIRCUIT BREAKER	24″	16″	17″	300#

PHONE... WIRE... or WRITE US TODAY!

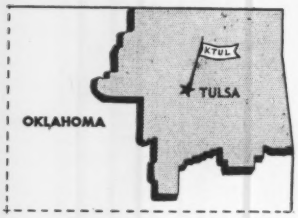
Act now if you want this installation in 1954! Your G-E district representative will furnish complete details on this important new transmitter . . . or help in planning your floor layout. Contact him today, or write: *General Electric Company, Section X284-30, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Landsdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

MEASURED FOR THE MARKET

COMPLETE COVERAGE WITHOUT WASTE!



For The *First Time* In Tulsa
A *New "Consumer Panel"*

1,000 women available for sampling and testing of all types of merchandise. These women are an active, enthusiastic panel that are also available for special research, pantry shelf surveys, etc.

Another KTUL *Xtra* For Advertisers

For further information on Tulsa's "Consumer Panel", write to: George Ketcham, Promotion Director, KTUL.

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

MORNING SHOW

Producers: Ted Felter and David Heilweil
News Producer: Av Westin
Director: Kirk Alexander and Peter Birch
News Director: Vincent Walters
Writers: Larry Markes, Sidney Reznick, Toot Pray and Jack Paar
Announcer: Hal Simms
Star: Jack Paar
Singer: Betty Clooney
Virtuoso Pianist: Jose Meles
Pupi Campo, Bil and Cora Baird Puppets
Newscasters: Charles Collingwood, Harry Marble, Margaret Arlen
Sponsors: Lady Esther Ltd.; Monsanto Chemical Co.
Agencies: Biow Co., N. Y. (for Lady Esther); Gardner Agency, Chicago (for Monsanto).

THE COMPANY now performing in the refurbished *Morning Show* is pleasant to have around the house even at the indecent hours of its daily visit, but it is still an open question whether it has moved in to stay.

Jack Paar and associates have been at work from 7 to 9 a.m. only two weeks, but already they are reusing material which they presented recently on their Saturday night show, and Mr. Paar is repeating jokes within the same week. Plainly their tenure depends upon the invention of new bits and enough revision of the old ones to keep the audience from knowing the lines as well as the actors know them.

In adhering to his long standing policy of emphasizing talking sketches, Mr. Paar may be assigning himself an impossible job. Two hours a day take a lot of programming. His task would be easier and his show more fun if he let his singer, Betty Clooney, his pianist, Jose Meles, and other performers take on heavier loads. Miss Clooney's voice is agreeable, and Mr. Meles plays well. In addition, Mr. Paar has at his disposal the Bil and Cora Baird puppets and their wonderful impressions of popular songs, as well as Pupi Campo who is a poor man's Desi Arnaz but is capable of acceptable comedy.

The ingredients are present to create serious competition for the rival *Today* on NBC-TV, but they need better mixing.

TOAST OF THE TOWN

Network: CBS-TV
Producers: Ed Sullivan, Marlo Lewis
Executive Producer of Color: Richard Lewine
Director-Choreographer: John Wray
Music Director: Ray Bloch
Star: Ed Sullivan
Announcer: Art Hannes
Production Manager for Color: E. Carlton Winckler
Engineer in Charge of Color: John Koushourin
Lighting Supervisor for Color: Sal Bonsignore
Assistant Production Manager for Color: Victor Allan
Costume Coordinator: Mildred Trebor
Set Designer: Nelson Baume
On air: Sunday, Aug. 22, 8-9 p.m. EDT
Origination: CBS Color Television Studio 72, Broadway at 81st St., New York
Format: Variety Program; permanent cast, the "Toasteetes"—Rae MacGregor, Franca Baldwin, Audrey Peters, Hazel Patterson, Cynthia Scott, Jayne Turner
Guest Artists: Eartha Kitt, Janis Paige, John Raitt, Miss Malta & Company, the Andrea Dancers, the Bogdadis
Sponsor: Lincoln-Mercury Dealers
Agency: Kenyon & Eckhardt
Jewels: By Harry Winston

FOR SOME PEOPLE, *Toast of the Town* (CBS-TV, Sun., 8-9 p.m.) is the acme of their viewing week. For others, that hour had better be spent playing parchesi. It is a pleasure to inform both groups that they need make no plans for changing their present tv habits, come color. Provided, that is, that the program's first colorcast on Aug. 22 was a fair sample of what is to come.

Except for one dazzlingly beautiful dance routine on and around a gaily bedecked carousel, the program's producers seem to have forgotten that they had color to work with this time. The format offered by Ed Sullivan & Co. was identical with that of any other Sunday—three star performers, an animal act, some acrobats and the program's regular dancers, preceded, followed and interminably interlarded with Mr. Sullivan's commentary.

Of the stars of the show, Janis Paige's auburn locks were the best justification for turning on the color cameras. John Raitt, who currently is appearing with Miss Paige in the Broadway smash hit, "Pajama Game," has a fine, vibrant voice in either color or black-and-white and Eartha Kitt doesn't have to be seen at all to be appreciated, as the sale of her recordings amply proves.

The dancers, as we said, really gave the color set owners something for their money. And so did the commercials. The gleaming green Lincoln shown at the half-way point was the most attractive single feature of the whole 60 minutes, which may have been what the sponsor intended, with the Mercury shown at the program's windup a close second.

As for the rest of the show, one member of the group watching with this reviewer summed it up this way: "They spend $10 million on color research and what do we get? —animal acts and acrobats."

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 31: *Danger,* Block Drug Co., through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp., through McCann-Erickson

NBC-TV

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B•T.]

NOW TELECASTING

channel

KWK-TV ST. LOUIS

100,000 WATTS

OVER 600,000 SETS IN THIS AREA

ANTENNA HEIGHT 563 FEET

CBS TELEVISION NETWORK

Represented Nationally by

THE KATZ AGENCY, INC.

Jump your sales in
the vast Intermountain Market by using
KSL-TV, the area station.
KSL-TV really reaches viewers in this
billion dollar market, too! Over
80 percent of the average daytime
audience and more than 55 percent of
the average nighttime viewers are
regularly tuned to KSL-TV.*
For more facts about a market that's
growing by leaps and bounds,
and for availabilities, call
CBS-TV SPOT SALES or . . .
KSL·TV
SALT LAKE CITY
*Sources upon request
serving 39 counties in four states

PAUL STOYLE PATTERSON

on all accounts

THE Florida Citrus Commission, official state organization charged with the task of promoting the sale of Florida oranges and grapefruit in the nation's markets, will spend $3,400,000 to that end for the season which began July 1.

The man who will be in charge of expending these funds is Paul Stoyle Patterson, the commission's director of advertising at Lakeland.

Mr. Patterson joined the citrus commission Feb. 1, 1953, as advertising manager and became advertising director in September 1953.

He was born at Mt. Vernon, Ohio, moving to Cleveland when he was 12. He was graduated from Western Reserve U. there, majoring in journalism and serving as editor of the college weekly. He later completed a night school course in advertising at the U. of Pittsburgh.

Mr. Patterson's first use of local spot radio was on his first advertising job with Buhl Optical Co., Pittsburgh. He spent the next 10 years as advertising manager of Rieck-McJunkin Dairy Co., Pittsburgh.

Rieck-McJunkin sponsored the first local telecasts of baseball on WDTV (TV) Pittsburgh in August 1952, Mr. Patterson says.

The commission's budget is divided among three agencies: J. Walter Thompson Co. (consumer advertising); Dudley, Anderson & Yutzy (food page publicity), and Noyes & Sproul (medical and professional).

Of this amount, radio and tv will get $1.5 million—$800,000 for the Tom Moore daytime radio show, *Florida Calling*, on Mutual and $720,000 for the ABC-TV *20 Questions*.

He is a great believer in radio's ability to sell Florida oranges and grapefruit: "We believe that daytime radio is one of the most efficient media for reaching the housewife. With the radio show we have just bought, we expect to carry a three-minute message into a million or more homes five times a week. If only a small percentage of the housewives in these homes put more citrus products on their shopping lists, our program will be successful."

He also likes television: "We believe that television is a wonderful medium for citrus promotion because we can demonstrate new ways to use grapefruit and oranges and even show what these products can do."

Between trips to the New York agencies and visits to make talks to citrus grower organizations, Mr. Patterson spends time with his wife, Susan, a son, Jan, 11, and a daughter, Virginia, 12. Hobbies: a home workshop and fishing.

11th in television potential

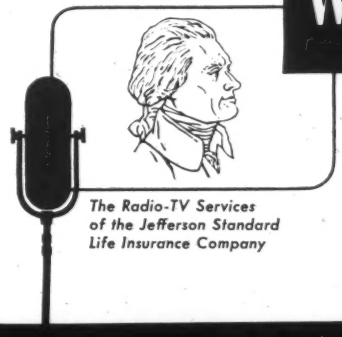
March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.



WBT-WBTV

CHARLOTTE, N. C.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

The Radio-TV Services of the Jefferson Standard Life Insurance Company

NBC opens the year of excitement on television

when **"MAX LIEBMAN PRESENTS"**

On Sunday, September 12, 1954, at 7:30 pm NYT . . . some 50,000,000 people will stop what they're doing and tune in their NBC Television station.

EACH OF THESE

Even people who have come to take their sets for granted... the "sometimes" viewers, will behave as they did in the early days of television. Dates will be cancelled. Families will gather. Sets will be moved into the dining room. Or dinner will be finished in the living room.

And here's why.

On September 12, America will see a Premiere of Broadway calibre. A 90-minute, all "live" Musical, starring wonderful, explosive Betty Hutton, in her TV debut! And thus will begin a *series* of super-shows master-minded by the originator and producer of "Your Show of Shows". Written and directed by the theatre's topmost talent. Performed by the illustrious stars below. And every show will be "LIVE".

Anyone within range of one of the thousands of color sets now in use, will have the *extra* thrill of brilliant RCA Compatible Color!

The NBC Spectaculars "MAX LIEBMAN PRESENTS", will be marveled at every fourth Sunday and every fourth Saturday ... and talked about right through *The* Year of Excitement on Television!

"LIVE" NBC SPECTACULARS

NBC TELEVISION

A SERVICE OF RADIO CORPORATION OF AMERICA

E STARS WILL APPEAR "LIVE"

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
with
WSJS
TELEVISION
CHANNEL 12

a 24-county market
with retail sales of
$1,028,000,000.
(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

OPEN MIKE

Fellows Concurs

EDITOR:

Occasionally I tell you verbally of good things which BROADCASTING • TELECASTING performs in behalf of the industry . . . too infrequently I take time to tell you on paper.

Your "Bryson Bill Threat" editorial in the Aug. 23 issue of B•T is "right down the alley." You've hit the nail on the head; the admonitions, the observations and the conclusions are correct and *important*.

Harold E. Fellows
President,
NARTB Washington

Pricing Practices

EDITOR:

I enjoyed reading the article on "Pitchmen" in the Aug. 9 issue of B•T; while the client and myself were flattered at your nice reference and quotation, there was one glaring inaccuracy.

To our knowledge, the Grant Tool [Gay Blade] has never been offered anywhere at 29¢. We do know, however, that from time to time the Grant Tool has been sold at retail at a cut price simply because store owners who bought Grant Tool did not realize that the item could not sell without demonstration . . . This time-honored technique of converting buying mistakes into cash has been used on many over-the-counter items.

The special point I would like to make is that, when all is said and done, there is no more spread in the price of our tv mail order items than you would find in many classifications of over-the-counter merchandise. Retail goods have to build into their price structure margins for company salesmen, brokers, wholesalers, retailers and advertising, while mail order uses all of this spread for promotion.

Too often this fact is overlooked when people discuss mail order pricing practices and I believe that it is unfair to beat this point in public print and leave a poor impression on station people who have to make the decision as to whether the stations will carry mail order.

Sydney M. Cohn
Arthur Meyerhoff & Co.,
Chicago.

The BBC Plaque

EDITOR:

I have been following, with interest, the suggestion that an American plaque be present to the BBC in memory of those stirring days when American broadcasters were using BBC's underground studio during the blitz to report to America. I was very glad to see BROADCASTING • TELECASTING take up, editorially, Dick Strout's suggestion that there should be such a plaque, and I am delighted now that Mr. Chernoff has started the ball rolling and that you have accepted the suggestion that you act as treasurer for a BBC Plaque Fund. I am sure the fund will soon be oversubscribed.

Please let me know if there is anything I can do to help when the time comes to present the plaque. I have been talking to Basil Thornton, North American representative of the BBC, about it and he also is very happy about the whole idea and more than willing to do anything he can to help with arrangements when the time comes.

Naturally, it could be arranged for the presentation to be made the next time one of the senior officials of the BBC is in the U. S., but it seems to me it would be much more appropriate if the presentation of the plaque were made in London some time when it was possible for several representatives of American broadcasting to be there.

Charles H. Campbell
Director,
British Information Services,
Washington, D. C.

[EDITOR'S NOTE: Checks should be made payable to: B•T BBC Plaque Fund.]

Left to Right

EDITOR:

I found a mistake in the Aug. 16 B•T. On page 72 there is a picture of Ray Livesay, president of Daytime Broadcasters Assn., shaking hands with Alf Landon, DBA vice president and 1936 GOP presidential nominee. Landon is the fellow on the left, not Livesay.

Left: Landon, not Livesay.

Dale P. Bell
Dodge City, Kan.

Broadcast Ban Protested

EDITOR:

The Radio-Television News Directors Assn. considers you among its best friends—as indeed you proved to be with your editorial, "For the Public: Ear Muffs & Blinders" [Aug. 16].

We are glad to have you aligned with us in protesting the ban on radio and television at the McCarthy censure hearings. We have already reminded the Senate committee members that the censure move is against the Senator, not radio and tv.

Charles A. Roeder, Chmn.,
RTNDA Committee for
Freedom of Information,
WCBM Baltimore

Information, Please

EDITOR:

I am engaged in television production work and at the same time working on a master's degree, specializing in television. In connection with the latter, I would like to call upon you for assistance in collecting data for a thesis which I am preparing. The topic which I have chosen deals with the history of color television, the technical difficulties, the problems of programming, the social significance, the potentialities of color television and what the future might hold for this field.

Robert F. Crawford
WTHI-AM-TV
Terre Haute, Ind.

[EDITOR'S NOTE: We have sent the following articles to Mr. Crawford: "Color Television, Its Introductory Year Begins," Jan. 4, 1954; "Color Tv Production," March 1, 1954; and "Living and Learning With Color Tv," Aug. 23, 1954.]

Another Channel 10 First!

WJAR-TV CHANNEL 10

PROVIDENCE, RHODE ISLAND

Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room*. Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC Basic • ABC - DuMont — Supplementary

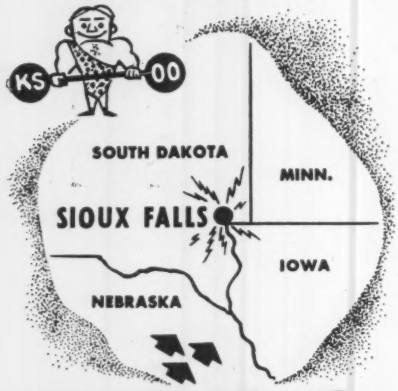
NO CLOSE SECOND to Cost per 1,000 Homes in the Big 60 County, 4-State KSOO Trade Empire

330,665 Interference-Free Homes in this Rich Farm Area

MARKET FACT NO. 1

Over 99½% of the households in our interference-free coverage area have radios—and KSOO covers 65% more people than Sioux Falls' number two station. That's a big bonus for buying KSOO time! More listeners per dollar spent means lower cost per 1000 . . . 55.3% lower than the second station according to NCS Report. In going after sales in these rich farm states—schedule KSOO to reach more people for less cost. Write for county-detail coverage map.

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate

10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME

Represented Nationally by Avery-Knodel, Inc.

our respects

to JOHN SCOTT KECK

THE ROLLS of NBC are dotted with the names of prominent radio-tv personalities and advertising executives who once served as page boys.

But none would be inclined to regard this experience as more fortuitous than John Scott Keck, vice president and radio-television director of Henri, Hurst & McDonald, Chicago advertising agency. Conceivably, he might have channeled his energies into sports, dramatics, or even the Boy Scouts of America.

As vice president of HH & M, a medium-sized agency, Mr. Keck keeps active scouting the best availabilities for a host of midwestern and other advertisers. Many of these abide by Mr. Keck's belief that broadcast media can do an effective job for most any client.

Mr. Keck, elected a vice president just two and a half years after joining the agency, is responsible for such radio-tv accounts as International Shoe Co., Skelly Oil, Puffin Biscuits, Chuckles Candy, Thor Corp., John Oster Mfg. Co., Armour & Co., Perma Starch, Field Enterprises, Kroehler Mfg. Co., Cook Chemical Co., and Perfect Circle Piston Rings.

Some of these advertisers have been with Henri, Hurst & McDonald through all of Mr. Keck's tenure there, among them Skelly Oil, which recently renewed its Alex Dreier news show and *This Farming Business* on NBC Radio. The renewal marked the start of the 14th year for each program, reflecting an optimism in radio shared by Mr. Keck as well.

While firmly believing in tv's effectiveness Mr. Keck is quick to espouse radio, which he feels always will remain a strong sales medium.

Mr. Keck can sit and intelligently discuss television and radio for hours in all their phases. One of his pet observations—and one which has become basic tenet with him in scouting for his clients—concerns the subject of film shows.

"A show that goes well on the West or East Coast may not necessarily go well in the Midwest. This factor of community or market tastes is one to be always kept in mind by the agency when its client wants to buy a film product."

A penchant for selectivity and a thirst for knowledge of a variety of subjects—such as the cost of buying into color tv or what uhf satellite operation would mean to agency radio-tv executives—are just two of the attributes that characterize Mr. Keck and reflect his enthusiasm for the field.

John Scott Keck is a native of Greensburg, Pa., where he was born on Oct. 30, 1919. While at high school there with the class of 1937 he managed to land a "boy-of-all-work" job with WHJB Greensburg the last year at school.

"By the time I reached college," Scott Keck recalls, "I had decided I wanted to be a radio announcer, so my activities were concentrated in dramatics and speech, although I was assistant manager of the hockey team. I was a member of the Penn State Players and took part in every Players' production while I was in school. Since college I've acted in and directed various little theatre groups."

But none of these enterprises was successful in capturing the complete interest of Mr. Keck. After being graduated from Penn State (Class of 1942) with a B.A. in liberal arts (majoring in speech and minoring in commerce and finance), he had a chance to go to Hollywood (with new screen star Don Taylor, an old friend). He declined it and headed for New York.

Once on the page staff of NBC, Scotty Keck moved up to supervisor and later night secretary in the announcing division. In 1943, Mr. Keck joined WCAE Pittsburgh, working as an announcer and producer for two years.

In 1945 Mr. Keck had the opportunity to rejoin NBC, but this time in a more rewarding capacity. He was named field sales representative for NBC Recording Div. in New York, later (in 1946) shifting to Chicago, where he became manager of its central division recording office the following year.

Mr. Keck joined Henri, Hurst & McDonald as radio-tv director in January 1950. In the past four and a half years-plus, he has worked on and supervised a variety of network and local programs, spots and film shows all over the country. (Among the more notable programs for the agency's clients: *Howdy Doody*, Pinky Lee, Alex Dreier, *Today*, John Cameron Swayze, *Quick As a Flash*, *Movies for Kids*, the Indianapolis races, *Childcraft Show*, *Super Circus*, *Hail the Champ* and others.)

Aside from Skelly Oil, which sponsors Alex Dreier and *This Farming Business*, both on some 30 NBC radio outlets, International Shoe Co. emerges as one of his agency's larger accounts with its Poll Parrot and Weatherbird Shoes, though no figure is available for radio-tv allocations to programs aimed at the children's audience.

Mr. Keck belongs to Delta Tau Delta, Chicago's Merchants & Mfrs. Club and the Chicago Historical Society. He has a number of hobbies: he has raced sail-boats on Lake Michigan, flown aircraft, collected handguns, ridden horses, played golf, and likes photography. He also plays the ukelele and piano.

He married the former Sally Gallatin, from Greensburg, Pa., and they have two children, Scott Jr., 4, and Lizabeth, eight months. The Kecks maintain residence on north Chicago's Marine Drive.

CBS Basic affiliate dumont

*In Jackson nearly **everybody** watches WJTV, Channel 25*

13 out of the top fifteen once-a-week shows . . . that means that nighttime and daytime most folks in the rich Jackson, Mississippi, market watch WJTV, Channel 25. What do we mean by most folks? This is what we mean.

THE MOST RECENT PULSE SHOWS—

WJTV is No. 1 station 79% of the time, 6:00 P.M. to midnight

WJTV is No. 1 station 73% of the time, noon to 6:00 P.M.

WJTV delivers 64% more people than its nearest competitor

WJTV delivers 406% more people than the third station in the market

That's what we mean when we say most folks in this rich deep South market watch WJTV. You might say that metropolitan Jackson is a one-station audience in a three-station market.

Already pioneering in satellite operations . . . and soon to begin transmitting network color . . . WJTV will increase its power to 250,000 watts in a matter of weeks, and to 500,000 (yes, a half million) by January 1, 1955.

Yep, most folks in metropolitan Jackson watch WJTV, Channel 25. They're going to keep on, too . . . because "it's the Stars' Address." If you want to know more about WJTV's loyal audience, call your nearest Katz man. He'll be glad to deliver the details why—

*In Jackson nearly **everybody** watches WJTV, Channel 25*

WJTV

Channel 25 JACKSON, MISSISSIPPI

General Manager, Jay Scott
Commercial Manager, Frank Willis

Owned by Mississippi's two statewide newspapers
The Clarion-Ledger JACKSON DAILY NEWS

REPRESENTED NATIONALLY BY THE KATZ AGENCY

24 RCA 50-KW "VHF'S"

Today, 24 television stations have received shipment of their RCA 50-KW transmitters. And, just like the station pictured here, (15) of these high power TV transmitters are already on-the-air and producing "saturation" coverage. These stations knew they could "plan ahead" for BIG MARKET COVERAGE with confidence. Now they are profiting—through RCA's ability to . . . design . . . manufacture . . . and DELIVER . . . high-power equipment.

Take advantage of RCA's 25 years experience in designing and building high-power equipment. You too can make your plans with assurance. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched system—from the transmitter to antenna. In Canada, write RCA-Victor, Ltd., Montreal.

RCA 50-KW VHF Transmitter in operation at WCAU-TV, Philadelphia—one of the fifteen "RCA's" now on-air.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

S' DELIVERED

Here's why RCA 50-KW transmitters are the overwhelming choice:

RELIABLE

RCA 50-KW equipments are built to operate with "day-in day-out" reliability. (Ask the RCA-equipped 50-KW VHF stations already on air.)

CONSERVATIVE DESIGN

RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—measured at the output of the sideband filter. You get full power output on both monochrome—AND COLOR, with power to spare!

SATURATION COVERAGE

An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—close in and far out! With standard antennas, RCA 50 KW's can develop 316 KW ERP—with power to spare.

AIR-COOLED

RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

MATCHED DESIGN

RCA 50-KW VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

COMPLETE SYSTEM

RCA supplies everything in system equipment to match the RCA "50-KW" precisely; antenna, transmission line, fittings, tower, r-f loads, diplexers—and all other components needed to put a 50-KW VHF signal on the air.

SERVICE

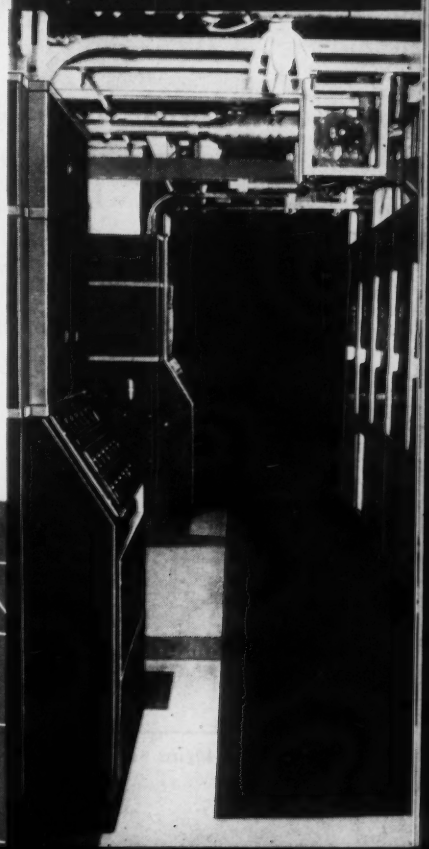
RCA TV transmitter operation is backed up by a nationally famous broadcast engineering service organization and an RCA replacement parts service.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION.

"Who's Who" List of RCA "50's"

KAKE-TV
KLZ-TV
KMBC-TV
KOLN-TV
KTLJ
KWTV
WAAM-TV
WBAL-TV
WBTW
WCAU-TV
WCHS-TV
WGAL-TV
WHBQ-TV
WHO-TV
WISH-TV
WJAR-TV
WJRT
WNHC-TV
WOOD-TV
WSFA-TV
WTHI-TV
WTOP-TV
WTRF-TV
WMIN-TV/WTCN-TV

50-KW VHF Power Amplifiers at WCAU-TV. Air-cooled throughout.



Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

ASK JOHN BLAIR

IN PUBLIC INTEREST

KWNO Backs Baseball

RADIOTHON to keep baseball alive in Winona, Minn., was staged recently by KWNO-AM-FM there. When the Winona Chiefs found themselves $6,000 in debt and in danger of losing their franchise to another city, the station decided to see if the fans wanted to keep the semi-pro team enough to donate money. The result was $5,300 raised—enough to turn the trick.

WNBC-WNBT (TV) Safety Messages

NBC'S WNBC-WNBT (TV) New York believe their safety messages should have the ring of authority. For safety messages aimed primarily at motorists, the stations are using New York City cops with "night-stick rings in their voices." For other messages, the stations are utilizing Coney Island lifeguards to broadcast warnings to bathers and doctors to caution against excessive exposure to the summer sun.

WCUE Raises $4,000

WCUE Akron, Ohio, reports a total of $4,289.07 raised from the station's annual Hole-In-One tournament, this year a benefit for the Summit County (Ohio) Rehabilitation Center. Contestants paid an entry fee of 50¢ and received four drives at a green 100 yards away. Prizes, valued at $4,000, were donated by WCUE, Akron business firms and the Kosar Driving Range, scene of the event.

WSYR-AM-FM-TV Watermelon Party

WATERMELON PARTY for the residents of Onondaga County Home and Hospital, New York, was staged recently by WSYR-AM-FM-TV Syracuse. Station personalities Deacon Doubleday, Jim Deline, Dick Workman and June Bell visited and entertained the 600 old folks of the home while they enjoyed watermelon, hotdogs and pop. In addition, a two-hour open-air concert by the Syracuse Military Band was given.

Blood Appeal

WHEN a patient at the Grace-New Haven Community Hospital, New Haven, Conn., had required the entire supply of O-negative type blood on hand and still needed more, the hospital requested WAVZ there to appeal to listeners for donations. Within 25 minutes after the request had been made, 80 persons came to the emergency room to give. The hospital switchboard was flooded with hundreds more, some from New York City. WAVZ was the only medium used in the appeal.

WEVD Assists Blind

IN AN EFFORT to assist the public education program of The Associated Blind, WEVD New York is presenting a weekly musical presentation of the organization on Friday, 8:30-8:45 p.m. EDT. The program features blind musical entertainers and includes a "helpful suggestion" period, designed to give information on improving the daily relationship between the blind and the sighted.

Coast Guard Recruitment

MEL ALLEN, Martha Wright and the Page Cavanaugh Trio have taped 13 fifteen-minute shows for the U. S. Coast Guard which will be used to step up recruiting. These shows will be distributed to radio stations throughout the country in the fall as a public service.

HAITI
HAITI
BERMUDA

NESCAFE
CHRYSLER
WESTERN BEEF SUGAR
GLASS GEMS
TETLEY TEA
INTERNATIONAL HARVESTER
BORDEN'S FOOD FOODS
BARCLAYS CLEANER
BRIGGS FRANKFURTERS
MILLSTEED MARGARINE
LADIES HOME JOURNAL
VENICE MAID PRODUCTS
RL-9 ORANGE DRINK
CROWN TIMBER
AMERICAN BRATWURST
SEARS DOEN CAKE MIXES
ESQUIRE BOOT POLISH
LYON
CLARIDGE FOODS
SCHUMACHER & COMPANY

. . . happy on all accounts!

Especially happy for these HPL accounts because The Housewives' Protective League draws *big* returns. Among the more than 250 current or recent users of HPL you'll find some of the biggest national and regional advertisers in the country. Many of them have been with HPL for years.

Happy, too, for HPL because these sponsors have shared in making this year—our Twentieth Anniversary—an important milestone. During the past twenty years, they've helped us grow from a half-hour, one-station show to a sales-making program service on thirteen of the nation's biggest stations. And over these years, they've stamped HPL as "*the most sales-effective participating program in all broadcasting!*"

To its many participating advertisers, The Housewives' Protective League wishes continued success and many more happy returns . . . measured in solid profits!

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

485 Madison Ave., New York • Columbia Square, Los Angeles • Represented by CBS Radio Spot Sales

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

Shreveport has five AM stations, and all networks. This makes us especially proud of recent Hoopers—even though Metropolitan Shreveport itself represents only about 15% of KWKH's coverage!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime radio homes than all other Shreveport stations combined! Costwise, KWKH delivers 89.4% more listeners-per-dollar than the next-best station in the area!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

August 30, 1954 Vol. 47, No. 9

FALL TV TIME SALES ARE UP; DAYTIME SHOWS MOST GAIN

With color tv extravaganzas knocking at the door, network billings for October are seen 20-25% greater than last year. National tv spot is reported running 25% ahead of 1953, topping radio spot for the first time. Advertisers are using $6 million in tv time monthly.

AMERICAN advertisers this fall will be using tv time at the rate of better than $6 million a month, according to B•T estimates of anticipated fall business.

That total, which does not include any program expenses, covers the cost of time at gross rates, before any discounts, for all classes of tv advertisers—national network, national and regional spot and local.

The preview of fall business comes at a time when color peeks around the corner, and the spectacular or extravaganza network productions are about to make their splash. Already, B•T's check list points to at least a 20 to 25% increase in tv network billings for October 1954 as compared to that month a year ago.

This percentage increase does not include an expected further boost in commercial time, particularly in daytime sales, between now and October, a period when a final push is placed on fall selling.

As the accompanying table shows, CBS-TV has picked up a number of clients for its daytime availabilities while NBC-TV's list, marking steady growth, indicates room for the quick daytime tv sale which has characterized selling in programs scheduled the early part of the day. For instance, NBC-TV's early morning program *Today*, its later *Home* and its evening *Tonight*, as well as CBS-TV's *Morning Show*, frequently has sold on short notice.

Spot tv activity, also buttressed by the new business look of tv's daytime appeal, can be expected to score a big checkmark in advertiser budgeting for the fall. Early B•T estimates indicate national spot's impact in tv this fall will run about 25% ahead of last autumn's spot time sales.

The outlook in spot, according to T. F. Flanagan, managing director of Station Representatives Assn., will be a milestone in tv: "For the first time in the history of broadcasting, national spot television this fall will pass national spot radio in time sales."

Comparisons of tv network advertising are itemized in the table starting on page 32 and summarized in the table on this page. These breakdowns and totals of time sold and individual advertiser budgeting of last fall are intended as a preview of what lies ahead in tv network billings.

The analysis does not contain network one-shots, including the World Series on NBC-TV. The tables are designed to serve as a guide, setting up a barometer for national tv business this fall season.

The score in evening time on the networks ranges from stability to an upward climb. Overall, evening time sold as of Aug. 15, 1954, already is running a few percentage points above the commercial time actually on the air last October.

In daytime hours, the increase is much greater —probably as much as 30%. Here, CBS-TV is the leader with a boost of about 63% in time already sold for this fall compared to its daytime commercial hours on the air last October.

In total time sold as of Aug. 15 compared to commercial time on the air last October, ABC-TV shows a gain; CBS-TV a noticeable jump; DuMont is slightly under but keeping pace with its record as of Aug. 15, 1953. Also, DuMont again will be relying heavily, as it has in the past, on co-op sponsorship of football on a regional basis. Again, all comparisons are due for a shot-in-the-arm between now and October 1954.

In unison, the sales heads of the tv networks, in statements prepared for B•T, hail the outlook for fall tv network business.

As ABC-TV's Charles R. Abry, national director of the Network Sales Department, views it:

"The 1954 evening fall program schedule shows that ABC-TV has achieved parity with the two top television networks in only the second year of its five-year plan for television network leadership. The success of ABC-TV for this second season since the FCC approved the American Broadcasting-Paramount Theatres Inc. merger last year, gives rise to growing optimism that our five-year objectives may be realized in only four years.

"A careful examination of the 'blue chip' roster of national advertisers who have renewed their contracts with ABC-TV this season and the growing list of new advertisers who have been attracted to 'The Growth Network' shows the tremendous progress ABC-TV has made in this past year.

"Securing such a stellar roster of national advertisers with a program schedule of the finest of television shows is gratifying indeed. This new season will bring ABC-TV a long way toward the goals we have set for ourselves.

'Untried and Untapped'

"There is yet, we feel, a great untried and untapped potential among national advertisers of important stature to whom television is still an unknown quantity. It is our hope that, through the successes we have scored with our present group of advertisers on ABC-TV, we will be able to attract these potential advertisers to our network family, sponsoring programs that the ABC-TV network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of these new ABC-TV properties is certain to secure.

"This year again as it was in 1953, ABC-TV's fall program schedule dramatically emphasizes the progress and achievements at 'The Growth Network.'"

For CBS-TV, fall signals a strengthening. William H. Hylan, vice president in charge of network sales, CBS-TV, stated:

"CBS Television's schedule for the fall-winter season has been greatly strengthened by the addition of many programs. Business outlook is excellent.

"During the coming year of regular color broadcasting, CBS Television is undertaking an ambitious schedule of color programs originating from both the huge new color studio in New York and Television City in Hollywood."

Gerry Martin, sales director of the DuMont Television Network, said:

"We expect that the 1954-55 season will be the best that DuMont has ever enjoyed.

"Business already in hand indicates that our billings for 1954-1955 will run 25 to 30% ahead of last year, when we grossed about $12,500,000. In fact, in the last two weeks, the following clients have purchased five and one-half hours per week of network time:

"Lentheric Inc.; Miles Laboratories Inc.; General Tire; Schick; H. J. Heinz; Johnson Candy Co.; Hamm Beer; Consolidated Cosmetics; Atlantic Refining; Ford Dealers; MGM; Vitamin Corp. of America; Drewys Brewing Co.; Miller Beer; Plymouth; Electric Companies Advertising Program.

"Our football schedule is the most comprehensive in television from the standpoint of the number of games to be covered. Moreover, we *(Text continued on page 35. Detailed tables of network advertisers overleaf.)*

Tv Network Time Sales For Fall

Network	Hours of Network Commercials Per Week		
	On Air in Oct. '53	Sold as of Aug. 15, '53	Sold as of Aug. 15, '54
DAYTIME			
ABC	6:30	6:15	8:45
CBS	22:55	24:45	36:44½
DuM	4:53	5:10	1/20
NBC	16:42	18:12	18:25
Totals	51:00	54:22	65:14½
EVENING			
ABC	13:42½	8:40	13:30
CBS	25:39	26:00	27:15
DuM	11:48½	8:30	12:00
NBC	23:52½	22:30	25:31
Totals	75:02½	65:40	78:16
TOTALS			
ABC	20:12½	14:55	22:15
CBS	48:34	50:45	63:59½
DuM	16:41½	13:40	13:20
NBC	40:34½	40:42	43:56
	126:02½	120:02	143:30½

Tv Network Advertisers For Fall, 1954 Compared To 1953

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Admiral Corp.						
Life Is Worth Living	$118,500	DuM	151	63	0:30	0:30
Adolph's Food Products						
Your Show of Shows	17,770	NBC	49		0:10	
Aluminium Ltd.						
Omnibus		CBS		n		d0:13
Aluminum Co. of America						
See It Now	58,260	CBS	30	53	0:30	0:30
Home		NBC		44		d0:15
American Chicle Co.						
Col. Humphrey Flack	81,000	DuM	45		0:30	
Rocky King	59,143	DuM	64	68	0:15	0:15
Sid Caesar Show		NBC		97		0:20
American Dairy Assn.						
Bob Crosby Show	66,746	CBS	44	60	d0:30	d0:30
Disneyland-TV		ABC		104		0:15
American Hair & Felt Co.						
Today	13,776	NBC	48		d0:06	
American Home Products Corp.						
John Daly and the News	31,855	ABC	11		1:15	
Love of Life	239,938	CBS	75	92	d1:15	d1:15
Jack Brickhouse	20,587	DuM	28		0:15	
Secret Storm		CBS		82		d0:45
Sports Showcase		DuM		36		0:15
Today		NBC		52		d0:06
Name That Tune		CBS		129		0:15
American Machine & Foundry Co.						
Omnibus	68,279	CBS	68		d0:15	
American Maize-Products Co.						
Today	20,169	NBC	31		d0:12	
American Motors Corp.						
Disneyland-TV		ABC		104		0:30
American Safety Razor Corp.						
Today	7,302	NBC	16		d0:06	
Walter Winchell		ABC		34		0:07½
American Tobacco Co.						
Make Room for Daddy	57,219	ABC	78	127	0:15	0:15
Private Secretary & Jack Benny	139,428	CBS	110	140	0:30	0:30
Lucky Strike Theatre	122,420	NBC	103	95	0:30	0:30
Where's Raymond	54,705	ABC	48		0:15	
CBS News	120,912	CBS	35	71	0:30	0:30
Big Story	58,200	NBC	61	82	0:15	0:15
Your Hit Parade	72,327	NBC	110	136	0:15	0:15
Armour & Co.						
Pride of the Family	32,258	ABC	25		0:15	
Show of Shows & All Star Review	92,100	NBC	58		0:15	
George Gobel		NBC		76		0:15
Armstrong Cork Co.						
Circle Theatre	110,910	NBC	57	66	0:30	0:30
Atlantic Refining Co.						
Pro Football	31,525	DuM	18	30	d0:45	d0:40
Pro Football	10,475	DuM	12	30	0:45	0:40
Atlantis Sales Corp.						
Today		NBC		52		d0:06
Avco Mfg. Corp.						
Your Hit Parade	110,817	NBC	113		0:15	
Home		NBC		44		d0:15
B-B Pen Co.						
George Jessel	56,340	ABC	71		0:07½	
Bayuk Cigars						
Saturday Night Fights	43,950	ABC	16	34	0:25	0:45
Beatrice Foods Co.						
Today	17,010	NBC	47		d0:06	
Benrus Watch Co.						
Meet Your Congress	7,470	DuM	2		0:30	
Show of Shows & All Star Revue	52,570	NBC	70		0:10	
Benson & Hedges						
Pantomime Quiz	10,905	DuM	13		0:30	
Best Foods						
Garry Moore	40,216	CBS	55	65	d0:15	d0:15
Robert Q. Lewis		CBS		70		d0:15
Hazel Bishop Inc.						
This Is Your Life	122,934	NBC	67	84	0:30	0:30
Juke Box Jury	72,650	ABC	44		1:00	
Martha Raye Show		NBC		130		0:30
Max Liebman Presents		NBC		100		0:11
Block Drug Co.						
Danger	104,388	CBS	56	42	0:30	0:15
Name That Tune	56,490	NBC	50		0:15	
Borden Co.						
Treasury Men in Action	110,010	NBC	39		0:30	
Garry Moore Show		CBS		45		d0:15
Justice		NBC		57		0:30
Borg-Warner Corp.						
Garry Moore Show	55,495	CBS	77	65	d0:15	d0:15
Brewing Corp. of America						
Pro Football	26,550	DuM	21	9	0:45	0:40
	2,925	DuM	5	9	d0:45	d0:40
Brillo Mfg. Co.						
So You Want to Lead a Band		ABC		35		0:30
Bristol-Myers Co.						
Man Behind the Badge	105,408	CBS	49		0:30	
Pride of the Family	47,918	ABC	26		0:15	
The Celeste Holm Show		CBS		70		0:30
Garry Moore Show		CBS		65		d0:15
Brown Shoe Co.						
Smilin' Ed McConnell	54,150	ABC	36	46	d0:30	d0:30
Brown & Williamson Tobacco Corp.						
My Friend Irma	141,135	CBS	71		0:15	
Orchid Award	44,100	ABC	28		0:15	
The Lineup		CBS		114		0:30
Campbell Soup Co.						
Double or Nothing	173,102	CBS	47		d0:30	
Campbell Soundstage	134,235	NBC	46		0:30	
Lassie		CBS		n		0:30
Abbott & Costello		CBS		52		d0:30
Dear Phoebe		NBC		60		0:30
Howdy Doody		NBC		60		d0:30
Capital Airlines						
Today	44,457	NBC	48		d0:18	
Carnation Company						
Burns & Allen	68,694	CBS	90	111	0:15	0:15
Carter Products Inc.						
This Is Show Business	55,434	CBS	65		0:15	
Place The Face	72,945	CBS	50		0:30	
Walter Winchell	22,680	ABC	26		0:07½	
Down You Go	30,448	DuM	23		0:15	
Plainclothesman	32,053	DuM	24		0:15	
Meet Millie		CBS		99		0:15
Cat's Paw Rubber Co.						
Garry Moore Show	43,656	CBS	69		d0:15	
Your Show of Shows	18,760	NBC	48		0:10	
Chesebrough Mfg. Co.						
Greatest Fights of the Century	44,620	NBC	21		0:15	
Chester Ford Dealers Assn.						
Pro Football	4,525	DuM	8		d0:45	
Chevrolet Dealers of Pittsburgh						
Pro Football	2,700	DuM	4		0:45	
Chrysler Corp.						
Chrysler Medallion Theatre	183,105	CBS	110		0:30	
You Bet Your Life	194,265	NBC	119	136	0:30	0:30
Football		DuM		160		3:00
It's a Great Life		NBC		85		0:30
Danny Thomas		ABC		124		0:15
Break the Bank		ABC		155		0:30
That's My Boy		CBS		136		0:30
Name to Be Announced		CBS		75		1:00
Chun King Sales Co.						
Garry Moore Show		CBS		65		d0:07½
Clinton Foods Inc.						
Arthur Godfrey Time	52,792	CBS	31		d0:30	
Coca-Cola Co.						
Coke Time	211,572	NBC	88	112	0:30	0:30
Colgate-Palmolive Co.						
The Big Payoff	192,232	CBS	60	75	d1:30	d1:30
Howdy Doody	55,540	NBC	55	60	d0:15	d0:30
Strike It Rich	326,774	CBS	63	71	d2:30	d2:30
Strike It Rich	124,728	CBS	80	106	0:30	0:30
Colgate Comedy Hour	258,450	NBC	103	119	1:00	1:00
Name to Be Announced		NBC		n		d0:38
Name to Be Announced		NBC		n		d0:38
Commercial Solvents Corp.						
Red Barber	36,440	CBS	24		0:15	
Comstock Foods						
Garry Moore Show		CBS		65		d0:07½
Congoleum-Nairn Inc.						
Today	12,835	NBC	34		d0:06	
Consolidated Cosmetics Inc.						
Kate Smith Hour	19,845	NBC	56		d0:07½	
They Stand Accused		DuM		41		1:00
Consolidated Royal Chemical Corp.						
Arthur Murray Party	32,640	NBC	53		0:15	
Continental Baking Co.						
Howdy Doody	61,156	NBC	43	60	d0:30	d0:30
Converted Rice Inc.						
Garry Moore Show	50,945	CBS	51	65	d0:15	d0:15
Corn Products Refining Co.						
Kate Smith Hour	20,030	NBC	50		d0:07½	
Crowell-Collier Publishing Co.						
Today	12,962	NBC	48		d0:06	
Helene Curtis Industries Inc.						
Down You Go	45,270	DuM	24		0:15	
Robert Q. Lewis		CBS		70		d0:07½
Curtis Publishing Co.						
Today	6,513	NBC	48		d0:03	
Drewys Ltd., U. S. A.						
Greatest Football		DuM		4		0:30
Doeskin Products Inc.						
Kate Smith Show	39,520	NBC	56		d0:15	
Robert Q. Lewis		CBS		70		d0:15
Dow Chemical Corp.						
The Medic		NBC		n		0:30
Today		NBC		52		d0:54
Home		NBC		44		d0:18
Duffy-Mott Co.						
Jamie	28,530	ABC	21	n	0:15	0:15
Allen B. Du Mont Labs						
What's the Story	12,450	DuM	2	n	0:30	0:30
E. I. duPont de Nemours						
Cavalcade of America	62,880	ABC	24	32	0:30	0:30
Today	16,940	NBC	46		d0:06	
Home Show		NBC		44		d0:15
Eastco Inc.						
Today	3,972	NBC	20		d0:03	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Ekco Products Co.						
George Jessel Show	30,020	ABC	61		0:05	
Jamie	25,620	ABC	20		0:15	
Quick As a Flash	34,020	ABC	24		0:15	
Comeback Story	36,540	ABC	33		0:15	
Electric Auto-Lite Co.						
Suspense	92,658	CBS	37		0:30	
Electric Cos. Advertising Program						
You Are There	52,344	CBS	61	113	0:15	0:15
Elgin National Watch Co.						
Tv Hour		ABC		24		0:30
Emerson Drug Co.						
Today	27,924	NBC	45		d0:12	
Englander Co.						
Bob Crosby Show		CBS		60		d0:07½
Ex-Lax Inc.						
Leave It to the Girls	64,260	ABC	14		0:30	
Equisite Form Brassiere Co.						
Stop the Music		ABC		70		0:15
Firestone Tire & Rubber Co.						
Voice of Firestone	125,460	NBC	69		0:30	
Voice of Firestone		ABC		78		0:30
Florida Citrus Commission						
Today	32,210	NBC	47	52	d0:12	d0:06
Twenty Questions		ABC		46		0:30
Ford Motor Co.						
Ford Theatre	149,415	NBC	56	115	0:30	0:30
Toast of the Town	228,780	CBS	92	137	1:00	1:00
Leland Hayward		NBC		85		0:11
Gemex Co.						
George Jessel Show	22,890	ABC	39		0:05	
General Cigar Co.						
Sports Spot	54,856	CBS	36	40	0:15	0:15
General Conference of Seventh Day Adventists						
Faith for Today	21,030	ABC	12	24	d0:30	d0:30
General Electric Co.						
Fred Waring Show	116,523	CBS	77		0:30	
I Married Joan	129,414	NBC	78	110	0:30	0:30
Jane Froman—U. S. A. Canteen	57,430	CBS	35		0:15	
Meet Mr. McNutley	94,310	CBS	39		0:30	
Adventures of Ozzie & Harriett	37,740	ABC	40		0:15	
Ray Milland Show		CBS		64		0:30
Summer Holiday		CBS		51		0:15
G. E. Theatre		CBS		116		0:30
Today		NBC		52		d0:24
General Foods Corp.						
Red Buttons	150,798	CBS	108		0:30	
Mama	118,035	CBS	38	52	0:30	0:30
Bob Hope	58,975	NBC	80	100	0:15	0:15
Roy Rogers	108,528	NBC	50	68	0:30	0:30
Rod Brown Rocket Rangers	55,905	CBS	33		d0:30	
Our Miss Brooks	118,800	CBS	43	64	0:30	0:30
December Bride		CBS		154		0:30
Portia Faces Life		CBS		32		d1:15
General Mills Inc.						
Barker Bill's Cartoons		CBS		78		d0:30
Today	30,834	NBC	47		d0:30	
Bride and Groom	113,477	CBS	43		d0:45	
Stu Erwin Show	146,040	ABC	59		0:30	
(Stu Erwin Show-rerun)	4,125	ABC	3		d0:30	
Lone Ranger	31,155	CBS	24	40	d0:30	d0:30
Ding-Dong School	67,000	NBC	48	61	d0:30	d0:15
Lone Ranger	126,225	ABC	48	52	0:30	0:30
Captain Midnight		CBS		n		d0:15
Valiant Lady		CBS		57		d0:45
Robert Q. Lewis		CBS		70		d0:30
Bob Crosby		CBS		60		d0:45
General Motors Corp.						
Arthur Godfrey Time	73,206	CBS	43	45	d0:30	d0:30
Buick Circus Hour	183,420	NBC	110	135	1:00	0:30
Dinah Shore Show	152,090	NBC	56	61	0:30	0:30
NCAA Football	638,134	NBC	78		d2:00	
CBS News	179,374	CBS	35	59	0:45	0:45
Press Box Preview	60,065	NBC	79		d0:15	
Pontiac Score Board	61,117	NBC	76		d0:15	
Dave Garroway Show	159,075	NBC	82		0:30	
Treasury Men in Action		ABC		n		0:30
Red Skelton Revue		CBS		138		0:15
Max Liebman Presents		NBC		100		0:22
Red Buttons Show		NBC		65		0:30
General Tire & Rubber Co.						
Sports Time		DuM		102		0:15
Gerber Products Co.						
Kate Smith Hour	53,550	NBC	64		d0:15	
Ding-Dong School		NBC		80		d0:15
Gillette Co.						
Garry Moore Show		CBS		65		d0:07½
Calvalcade of Sports	219,320	NBC	87	113	0:30	0:30
Arthur Godfrey Time	56,322	CBS	38	45	d0:30	d0:30
Tony Martin Show		NBC		80		0:15
Racket Squad	60,234	CBS	91		0:15	
Arthur Godfrey & Friends	69,084	CBS	101		0:15	
Red Skelton		CBS		138		0:30
People Are Funny		NBC		144		0:30
Bride & Groom	60,825	CBS	43		d0:30	
Valiant Lady		CBS		57		d0:30
Name That Tune		CBS		129		0:15
Glidden Co.						
Home		NBC		44		d0:15
Gold Seal						
Jo Stafford Show		CBS		81		0:15
Good Foods Inc.						
You Asked for It	10,320	ABC	5		0:30	
B. F. Goodrich Co.						
Burns & Allen	66,504	CBS	79	111	0:15	0:15
Goodyear Tire & Rubber Co.						
Television Playhouse	118,220	NBC	93	114	0:30	0:30
Billy Graham Evangelistic Assn.						
Hour of Decision	24,420	ABC	17		0:15	
Green Giant Co.						
Art Linkletter's House Party	36,270	CBS	33		d0:15	
Mickey Rooney Show		NBC		51		0:15
Greyhound Corp.						
Omnibus	68,092	CBS	69		d0:12½	
Griffin Manufacturing Co.						
Your Show of Shows	52,405	NBC	70		0:10	
Imogene Coca		NBC		90		0:10
Grocery Store Products Corp.						
Today		NBC		52		d0:06
Grove Labs						
Today		NBC		52		d0:15
Gruen Watch Co.						
Walter Winchell	22,050	ABC	26	34	0:07½	0:07½
Gulf Oil Corp.						
Life of Riley	128,898	NBC	84	103	0:30	0:30
Hallmark Inc.						
Hallmark Hall of Fame	112,650	NBC	38	44	d1:00	d0:37
Theodore Hamm Brewing Co.						
Person to Person	14,265	CBS	6	20	0:15	0:15
Greatest Football		DuM		10		0:30
Hathaway Mfg. Co.						
Today	37,807	NBC	48		d0:12	
Hawaiian Pineapple Co.						
Art Linkletter's House Party		CBS		59		d0:15
H. J. Heinz Co.						
Studio 57		DuM		n		0:30
Hoover Co.						
Garry Moore Show	36,596	CBS	51	65	d0:15	d0:07½
International Cellucotton Co.						
Arthur Godfrey Time	75,001	CBS	41		d0:30	
International Harvester Co.						
Halls of Ivy		CBS		40		0:15
International Shoe Co.						
Space Cadet	19,714	DuM	29		d0:15	
Howdy Doody	39,429	NBC	52		d0:07½	
Ding-Dong School		NBC		61		d0:07½
Pinky Lee Show		NBC		43		d0:02
International Silver Co.						
My Favorite Husband	43,254	CBS	34	39	0:15	0:15
Jay Broiler Co.						
Riviera Show	12,745	DuM	6		d0:30	
Andrew Jergens Co.						
First Love		NBC		46		d0:45
Johnson & Johnson						
Imogene Coca		NBC		90		0:10
Show of Shows	26,400	NBC	48		0:10	
S. C. Johnson & Son Inc.						
Robert Q. Lewis Show		CBS		70		d0:15
Robert Montgomery Presents	121,070	NBC	95	95	0:30	0:30
Life With Father		CBS		59		0:15
Names the Same	46,181	ABC	42		0:15	
Walter H. Johnson Candy Co.						
Captain Video		DuM		80		0:15
Kellogg Co.						
Art Linkletter's House Party	56,021	CBS	34	59	d0:30	d0:30
Arthur Godfrey Time	13,998	CBS	31	45	d0:30	d0:30
Super Circus	75,075	ABC	43	n	d0:30	d0:30
Howdy Doody	105,642	NBC	46	60	d0:30	d0:30
Garry Moore Show	37,815	CBS	55	65	d0:15	d0:15
Kendall Co.						
Twenty Questions	68,730	DuM	29		0:15	
Knomark Mfg. Co.						
Arthur Godfrey Time	65,232	CBS	37		d0:30	
Masquerade Party		ABC		98		0:15
Kreisler, Jacques Mfg. Co.						
Rocky King, Detective	57,642	DuM	64		0:10	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

TELECASTING YEARBOOK

THE 1954 TELECASTING YEARBOOK and MARKETBOOK will be mailed to subscribers the end of this week. Like its predecessors, this volume contains authoritative data on all tv stations throughout the world, statistics on population, retail sales and other economic features of all U. S. tv areas, comprehensive listings of advertising agencies and their clients using tv advertising, package program companies, tv film producers and distributors, tv networks and a host of other information. Extra copies of the 492-page publication are available at $3 each.

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Lady Esther, Ltd.						
Bonino	91,305	NBC	51		0:15	
Lambert Co.						
Adventures of Ozzie & Harriet	56,565	ABC	40	60	0:15	0:15
Landers, Frary & Clark						
Kate Smith Hour	32,505	NBC	57		d0:15	
Larus & Brother Co.						
Plainclothesman	32,053	DuM	24		0:15	
James Lees & Son						
Kate Smith Hour	28,695	NBC	51		d0:15	
Lehn & Fink Products Corp.						
Ray Bolger		ABC		66		0:30
Lever Brothers Co.						
Arthur Godfrey's Talent Scouts	113,508	CBS	60	64	0:30	0:30
Lux Video Theatre	105,865	CBS	56		0:30	
Arthur Godfrey Time	45,024	CBS	37	45	d0:30	d0:30
Big Town	101,741	CBS	49		0:30	
Art Linkletter's House Party	93,737	CBS	46	59	d0:45	d0:45
Lux Video Theatre		NBC		105		1:00
Uncle Johnny Coons		CBS		n		d0:30
Lewis-Howe Co.						
Show of Shows	38,380	NBC	49		0:10	
Imogene Coca Show		NBC		90		0:10
Liggett & Myers Tobacco Co.						
Arthur Godfrey & His Friends	139,548	CBS	86		0:30	
Arthur Godfrey Time	57,792	CBS	36		d0:30	
Perry Como Show	194,194	CBS	39	72	0:45	0:45
Dragnet	174,390	NBC	85	121	0:30	0:30
Stu Erwin		ABC		n		0:30
Longines-Wittnauer Watch Co.						
Chronoscope	33,075	CBS	13	18	0:45	0:45
P. Lorillard Co.						
The Web	127,428	CBS	84		0:30	
Chance of a Lifetime	56,495	DuM	14	26	0:30	0:30
Two for the Money	157,170	CBS	89	117	0:30	0:30
Judge for Yourself	142,590	NBC	92		0:30	
Father Knows Best		CBS		113		0:30
Truth or Consequences		NBC		119		0:30
Ludens Inc.						
Howdy Doody	65,340	NBC	52		d0:15	
Kate Smith Hour	4,860	NBC	10		d0:15	
M & R Dietetic Labs						
Today	35,519	NBC	46		d0:12	
Magic Chef						
Today	13,704	NBC	47		d0:06	
Mars Inc.						
Super Circus	80,160	ABC	45	48	d0:30	d0:30
C. H. Masland & Son						
Garry Moore Show	37,736	CBS	52	65	d0:15	d0:07½
Mathieson Chemical Corp.						
Today	29,018	NBC	48		d0:12	
Maytag Co.						
Today		NBC		52		d0:24
Miles Labs						
Morgan Beatty & News		DuM		n		1:15
Concerning Miss Marlowe		NBC		76		d0:15
Three Steps to Heaven		NBC		47		d0:15
Garry Moore Show		CBS		65		d0:07½
Robert Q. Lewis Show		CBS		70		d0:07½
Miller Brewing Co.						
Football	22,500	DuM	v		d0:45	
					0:45	
Minnesota Mining & Mfg. Co.						
Arthur Godfrey Time		CBS		45		d0:30
Minute Maid Corp.						
Gabby Hayes Show	8,248	NBC	37		d0:15	
Mobile Homes Mfrs. Assn.						
Today	12,076	NBC	43		d0:06	
Jules Montenier Inc.						
What's My Line?	53,784	CBS	45	79	0:15	0:15
Philip Morris & Co.						
Bonino	57,420	NBC	51		0:15	
I Love Lucy	153,948	CBS	106	133	0:30	0:30
Philip Morris Playhouse	105,135	CBS	34		0:30	
Tell Tale Clue		CBS		44		0:30
Morton Packing Co.						
Today	13,096	NBC	48	52	d0:06	d0:06
Murine Co.						
Today	13,610	NBC	48		d0:06	
Mutual Benefit, Health & Accident Assn.						
Arthur Godfrey Time	67,851	CBS	35		d0:15	
On The Line	52,096	NBC	55		0:15	
Greatest Moments in Sports		NBC		89		0:15
Nash-Kelvinator Corp.						
Jackie Gleason Show		CBS		113		0:15
Danger		CBS		42		0:15
National Biscuit Co.						
Arthur Godfrey Time	13,888	CBS	30	45	d0:30	d0:30
Halls of Ivy		CBS		40		0:15
National Dairy Products Corp.						
Kraft Television Theatre	187,800	NBC	52	65	1:00	1:00
Kraft TV Theatre	71,625	ABC	25	n	0:30	1:00
Big Top	111,940	CBS	55	69	d1:00	d1:00
Nebraska Consolidated Mills						
Today		NBC		52		d0:15
Nestle Co.						
Jackie Gleason Show	84,992	CBS	83	115	0:08	0:15
Space Patrol		ABC		n		0:15
Norcross Inc.						
Omnibus		CBS		n		d0:13
Norwich Pharmical Co.						
Sunday News Special	19,880	CBS	25	32	0:15	0:15
Noxema Chemical Corp.						
Person to Person		CBS		52		0:15
O'Cedar Co.						
Meet Millie		CBS		99		0:15
Oneida Ltd.						
Home		NBC		44		d0:07
John Oster Mfg. Co.						
Today		NBC		52		d0:06
Owens-Corning Fiberglass Co.						
Today		NBC		52		d0:06
Pabst Brewing Co.						
Fights	182,784	CBS	79	99	0:45	0:45
Pacific Mills Co.						
Garry Moore Show		CBS		65		d0:07½
Packard Motor Car Co.						
Martha Wright		ABC		35		0:15
Pan American Airlines						
Meet the Press		NBC		25		0:15
Pan American Coffee Bureau						
Today		NBC		52		d0:12
Parker Pen Co.						
Four Star Playhouse		CBS		96		0:15
Peerless Electric Co.						
Home		NBC		44		d0:07
Pepperell Mfg. Co.						
Home		NBC		44		d0:07
Pepsi-Cola Co.						
Playhouse	85,140	ABC	39	66	0:30	0:30
Pet Milk Co.						
Original Amateur Hour	172,887	NBC	93		0:30	
George Gobel's Show		NBC		76		0:15
Life With Father		CBS		59		0:15
Philco Corp.						
Television Playhouse	116,000	NBC	91	114	0:30	0:30
Breakfast Club		ABC		56		0:45
Pillsbury Mills Inc.						
Garry Moore Show	22,644	CBS	50		d0:15	
Art Linkletter's House Party	96,686	CBS	37	59	d1:00	d1:00
Godfrey & Friends	66,234	CBS	81		0:15	
Arthur Godfrey Time	89,580	CBS	39	45	d1:00	d1:00
Mickey Rooney Show		NBC		51		0:15
Red Skelton Revue		CBS		138		0:15
Polaroid Corp.						
Today	14,591	NBC	48	52	d0:12	d0:12
Tonight		NBC		31		0:15
Procter & Gamble Co.						
Paul Winchell Show	128,340	NBC	69		0:30	
The Guiding Light	168,608	CBS	56	86	d1:15	d1:15
Fireside Theatre	128,865	NBC	70	84	0:30	0:30
Welcome Travelers	250,093	NBC	69		d2:00	
Welcome Travelers		CBS		99		d2:30
On Your Account	187,691	NBC	81		d1:30	
On Your Account		CBS		114		d2:30
Search For Tomorrow	183,722	CBS	69	106	d1:15	d1:15
Letter To Loretta	138,198	NBC	81		0:30	
Concerning Miss Marlowe		NBC		76		d0:37
Golden Windows		NBC		64		d0:37
Loretta Young Show		NBC		136		0:30
Three Steps to Heaven		NBC		49		d0:37
The Seeking Heart		CBS		65		d1:15
The Brighter Day		CBS		85		d1:15
Prudential Insurance Co. Of America						
You Are There	67,044	CBS	85	113	0:15	0:15
Purex Corp.						
Garry Moore Show	43,636	CBS	61		d0:15	
Quaker Oats Co.						
Zoo Parade	54,600	NBC	53	54	d0:15	d0:15
Gabby Hayes Show	86,700	NBC	35		d0:30	
Contest Carnival		CBS		55		d0:30
Breakfast Club		ABC		58		d0:30
Today		NBC		52		d0:12
Quality Goods Mfrs. Inc.						
Stop the Music		ABC		n		0:15
Quality Importers Inc.						
On Your Way	42,020	DuM	16		0:30	
Radio Corp. of America						
RCA Victor Show	133,128	NBC	102		0:30	
Your Show of Shows	61,380	NBC	57		0:10	
Leland Hayward Presents		NBC		85		0:11
Sid Caesar Show		NBC		97		0:20
Ralston Purina Co.						
Space Patrol	70,238	ABC	49	n	d0:30	d0:15
Today		NBC		52		d0:04
Home		NBC		44		d0:07
Reardon Co.						
Today	6,822	NBC	46	52	d0:03	d0:04
Remington Rand Inc.						
What's My Line	57,444	CBS	46	79	0:15	0:15
Masquerade Party		ABC		98		0:15
Revere Copper & Brass Inc.						
Meet The Press	28,530	NBC	21	25	0:15	0:15
Revelon Products Corp.						
Mirror Theatre	73,050	CBS	26		0:30	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Rexall Drug Inc.						
Paul Dixon Show	8,748	DuM	9		d0:07½	
Reynolds Metals Co.						
Mr. Peepers	114,300	NBC	55	64	0:30	0:30
R. J. Reynolds Tobacco Co.						
I've Got A Secret	129,318	CBS	92	109	0:30	0:30
Man Against Crime	48,615	DuM	40	49	0:30	0:30
Camel News Caravan	485,100	NBC	75	79	1:15	1:15
Topper	141,060	CBS	74	109	0:30	0:30
River Brand Rice Mills						
Paul Dixon Show	4,374	DuM	10		d0.07½	
Rosefield Packing Co.						
You Asked For It	67,110	ABC	34	n	0:30	0:30
The S. O. S. Co.						
Your Show of Shows	52,405	NBC	70		0:10	
Hawkins Falls	79,515	NBC	43		d0:30	
Imogene Coca		NBC		90		0:10
Bob Crosby Show		CBS		60		d0:07½
Schick Inc.						
This Is Show Business	50,844	CBS	68		0:15	
Jackie Gleason Show	88,450	CBS	87	113	0:08	0:15
Football		DuM		92		0:40
Football		DuM		92		d0:20
Joseph Schlitz Brewing Co.						
Playhouse of Stars	150,430	CBS	69	103	0:30	0:30
Scott Paper Co.						
Omnibus	67,530	CBS	69	n	d0:13	d0:13
Music Hall	107,418	NBC	70		0:30	
My Little Margie		NBC		63		0:30
William S. Scull Co.						
Football	8,900	DuM	8		d0:07½	
					0.07½	
Sealy Inc.						
The Comeback Story	57,855	ABC	45		0:15	
Seeman Brothers Inc.						
I'll Buy That	102,501	CBS	69		d0:30	
Gary Moore Show		CBS		65		d0:7½
Serutan Co.						
Red Skelton	94,008	CBS	39		0:30	
Juvenile Jury	33,954	CBS	19		d0:30	
Life Begins at 80	87,701	DuM	30	n	0:30	0:30
Two in Love		CBS		72		0:30
One Man's Family		NBC		n		d0:38
W. A. Sheaffer Pen Co.						
Jackie Gleason Show	86,157	CBS	83	113	0:08	0:15
Sherwin-Williams Co.						
Where's Raymond	46,200	ABC	52		0:15	
Shwayder Brothers						
Your Show of Shows	47,175	NBC	49		0:10	
Simmons Co.						
My Favorite Husband	59,586	CBS	33	39	0:15	0:15
Simoniz Co.						
Kate Smith Hour	39,700	NBC	54		d0:15	
The Big Story	87,030	NBC	61	82	0:15	0:15
The Gary Moore Show		CBS		65		d0:15
Singer Mfg. Co.						
Four Star Playhouse	150,525	CBS	80	109	0:30	0:15
Smith Brothers Inc.						
Today	13,328	NBC	48		d0:06	
Smith, Kline & French Labs.						
March of Medicine	33,840	NBC	74		0:07½	
Today		NBC		52		d0:06
Speidel Corp.						
Make Room For Daddy	56,937	ABC	94		0:30	
Name That Tune	62,700	NBC	66		0:15	
Home		NBC		44		d0:07
Sid Caesar Show		NBC		97		0:20
Springs Cotton Mills						
Today	24,093	NBC	48		d0:09	
A. E. Staley Mfg. Co.						
Breakfast Club		ABC		54		d0:30
Standard Brands						
Today	44,786	NBC	47		d0:18	
Howdy Doody	159,001	NBC	62	60	d0:45	d0:30
Standard Oil Co. of Indiana						
Person To Person	39,585	CBS	20	37	0:30	0:15
Football (Chicago)	38,438	ABC	9	18	d3:00	d3:00
Football (Washington)		ABC		12		d3:00
Standard Packaging Corp.						
Today	13,662	NBC	48		d0:06	
Star-Kist Foods Inc.						
Arthur Godfrey Time	54,872	CBS	33		d0:30	
Sterling Drug						
Inspector Mark Saber	52,260	ABC	18		0:30	
Name To Be Announced		ABC	99			0:30
Sunbeam Corp.						
Ethel and Albert Show	120,972	NBC	80	75	0:30	0:30
Max Liebman Presents		NBC		100		0:11
Home		NBC		44		d0:21
Swanson, C. F. & Sons						
The Names The Same	50,501	ABC	55		0:15	
Bob Crosby Show		CBS		60		d0:15
Robert Q. Lewis		CBS		70		d0:15
Sweets Co. of America						
Paul Whiteman's TV Teen Club	55,988	ABC	17		0:30	
Tootsie Hippodrome	54,323	ABC	46		d0:30	
Pinky Lee Show		NBC		43		d0:15
Swift & Co.						
Sky King	44,895	ABC	18		0:30	
Garry Moore	54,395	CBS	60	65	d0:15	d0:45
Disneyland-TV		ABC		104		0:15
Sylvania Electric Products Co.						
Beat The Clock	130,380	CBS	56	74	0:30	0:30
Tappan Stove Co.						
Bob Crosby Show	19,917	CBS	30		d0:15	
Tetley Tea Co.						
Today	11,890	NBC	31		d0:06	
Texas Co.						
Jimmy Durante-Donald O'Connor		NBC		n		0:30
Thor Corp.						
Quick As A Flash	39,330	ABC	25		0:15	
Tide Water Associated Oil Co.						
Broadway to Hollywood	29,875	DuM	14		0:30	
John Daly & the News		ABC		n		0:30
U. S. Shoe Corp.						
Home		NBC		44		d0:07
U. S. Steel Corp.						
U. S. Steel Hour	46,294	ABC	76	102	0:30	0:30
U. S. Rubber Co.						
Today	32,630	NBC	48		d0:18	
U. S. Tobacco Corp.						
Martin Kane	132,660	NBC	69		0:30	
Today		NBC		52		d0:12
Home		NBC		44		d0:15
Vitamin Corp. of America						
Paul Dixon Show		DuM		20		0:15
Goldbergs		DuM		n		0:30
Wander Co.						
Today	39,669	NBC	48		d0:12	
Captain Midnight		CBS		n		0:15
Ding Dong School		NBC		61		d0:15
Warner-Hudnut						
Your Hit Parade		NBC		136		0:15
Welch Grape Juice Co.						
Howdy Doody	26,856	NBC	54	70	d0:07½	d0:07½
Wesson Oil						
Hawkins Falls		NBC		82		d0:30
Westinghouse Electric Corp.						
Studio One	205,480	CBS	65	91	1:00	1:00
Football	133,850	DuM	30		0:45	d0:45
Best of Broadway		CBS		40		0:15
Wine Corp of America						
Dollar A Second	122,300	DuM	107		0:30	
Fights	30,000	DuM	36		0:30	
Dollar A Second		ABC		n		0:30
William Wrigley Jr. Co.						
Gene Autry	44,940	CBS	11	11	0:30	0:30
Youngstown Kitchens-Mullins Mfg. Co.						
Today		NBC		52		d0:06

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

are selling it on a basis which is both sound and attractive commercially.

"On the program side, our schedule for the coming season promises to be one of the most attractive that we have ever presented. Besides offering professional football games every Saturday and Sunday, it will include a new type of news show which will present the noted Washington correspondent, Morgan Beatty, with a technique that we think will open a more meaningful page in tv journalism. And, of course, it will see several of our standbys—Bishop Sheen, Gertrude Berg, Dennis James, Roscoe Karns, and others continuing and returning to their usual spots.

"DuMont's station clearances have increased approximately 30% over the same period last year. And, with the addition of new stations, the picture is improving steadily.

"We are likewise preparing to do some color programming for the network during the season —probably soon after the first of the year."

George H. Frey, vice president in charge of NBC television network sales, says:

"To say that television is entering its greatest era, both in enthusiastic support by advertisers and in programming, is, of course, to say the obvious.

"The outstanding new programs developed and introduced this season speak for themselves. So does the SRO sign now hanging out for NBC-TV's evening time.

"But of special importance in discussing the 1954-55 sales picture is the growing awareness on the part of more and more advertisers of the maximum return for their television dollars provided by investing in daytime tv. By itself, we know that daytime television's lower costs enable advertisers to reach more women, more frequently, and for less money. And, used in combination with nighttime, we know that it can be used to reach more homes with greater frequency of exposure. We know this, and advertisers are coming to know it, too.

"Other important trends this fall are the increased use by clients of programs selling under the participation plan, the increased use of the alternate, or rotating sponsorship pro-

"Advertising is really the process of teaching–and in teaching there is no substitute for FREQUENCY"

says Professor Gordon F. Derner

"It is almost a truism of psychology that repetition is an important factor in the process of learning. Any effective teaching technique should provide for adequate frequency of repetition—and some element of attention, interest and meaning should be offered for successful learning."

Credentials—Dr. Gordon F. Derner, Ph.D.

Director of Clinical Psychology Training Program and Associate Professor of Psychology, Adelphi College, Garden City, Long Island.

Author of:

The Clinical Diagnosis of Intelligence, Psychological Aspects of the Tuberculous, and Articles in professional journals.

Because of its ECONOMY RADIO *is the ideal medium for*

FREQUENCY

The copywriter's cherished dream of the one-shot impression that bowls over the consuming public has evaporated in the intense competition of modern advertising. Practical advertisers understand that a single advertising message is easily lost or forgotten; they recognize the importance of repeating an impression at frequent intervals.

Leading radio stations deliver mass circulation at such economical cost that you can afford to use radio daily, the year 'round. If your strategy calls for constancy . . . telling and re-telling the consumer about the product you sell . . . then your ideal medium is radio, the inseparable companion of the American family, wherever they go, whatever they do.*

To exploit fully the basically great opportunities of radio, you will want to select stations which have dominant coverage of important markets, high standards of management ability, and solid records of successful performance. *Stations like the 12 which we are privileged to represent!*

We are being called upon more and more frequently to assist account executives and media departments in formulating more efficient radio plans. That is our business . . . our only business. Our staff, concerned exclusively with radio, is at *your* service at a word from you.

*One of the many interesting facts developed in the Alfred Politz Study "The Importance of Radio in Television Areas Today."

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*

Measure of a Great Radio Station

KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

grams, and the increased station lineups ordered by most clients. At NBC-TV, we anticipate that more than 100 advertisers will order participations during the coming season on the three programs embraced by our new Participating Programs Dept.—*Today*, *Home* and *Tonight*. On our evening schedule alone, this fall we have 18 alternate-week sponsors, compared to 12 for last fall. And the average station lineup on NBC-TV this fall is 79, compared to 63 stations a year ago and only 42 two years ago.

"I am sure that this year will see more and more tv clients, advertising more and more different products, and obtaining greater and greater sales impact through the use of television."

According to Mr. Flanagan, "fall business will be marked by more hours of programming, more station and network programming, new types of programming, such as the morning wake-up show, an early dip into color; and a revival of the previous extraordinary increases in the volume of business, which suffered a medium drop during the summer time."

Mr. Flanagan noted that this fall many new advertisers will take their first bows in tv and that the number of stations "will be able to carry station identifications and the shared commercials, and commercial participations in the color medium."

GROWTH IN SPOT TV EXPENDITURES

	3rd Quarter 1953	1st Quarter 1954
Detergent-	$ 874,658	$1,157,160
Cleansers	191,277	1,357,121
Toilet Soaps	297,242	240,479
Shortenings	92,946	158,843
Shaving Creams	229,904	297,326
Dentifrices	569,842	1,597,352
Home Permanents	663,421	337,381
Shampoos	422,900	607,987
Margarines	42,942	1,084,022
	$3,375,132	$6,837,671

Largest volume of advertising in the fall probably will come from drug products, cosmetics, etc., Mr. Flanagan stated. Magazines, he said, will account for an unusual volume of business. Food products, he said, are fast increasing in spot tv.

Among the advertisers returning to national spot tv after a summer or seasonal layoff, he named Chase & Sanborn, Shulton, Bab-O, Best Foods, Anahist, Peter Paul and Vicks.

Mr. Flanagan noted that M&M Candy has about completed its purchase of 50 to 60 markets; Falstaff beer is still buying more spot; National Biscuit Co. is purchasing spot for Shredded Wheat and Milk Bone; Lever Bros. is slated to set a fall national spot campaign, and Procter & Gamble will introduce a new product, most likely with a spot schedule. New to tv spot, according to Mr. Flanagan, are Morton pot pies and Ammo powdered bleach.

He also cited Wildroot Cream's entrance into national tv spot and the Salada Tea test of video spot which proved sucessful. Salada, he noted, now is increasing its schedule.

Mr. Flanagan stated: "An indication of the rapid growth of national spot television is shown in the N. C. Rorabaugh figures for the third quarter of 1953 against the first quarter of 1954, just compiled. These are mainly the products of three large soap manufacturers [see above table].

CHICAGO MEETINGS

NBC-TV, CBS RADIO, TvB, QUALITY TO CONVENE IN CHICAGO THIS WEEK

Affiliates meetings along with sessions by the two major sales promotion projects expected to draw broadcasters from all parts of the nation. Networks' discussions to highlight 1954-55 plans.

BROADCASTERS from across the nation converge in Chicago this week.

Officials from 120 to 140 NBC-TV affiliated stations are expected to be on hand for a two-day session, to be held at the Drake Hotel starting tomorrow (Tuesday), with top executives of NBC, headed by RCA-NBC Board Chairman David Sarnoff, NBC President Sylvester L. (Pat) Weaver Jr., and NBC Executive Vice President Robert W. Sarnoff (see list of registrants, page 42).

A total of about 300 (including wives) from CBS Radio affiliated stations and the network are slated to gather at the Edgewater Beach Hotel for two days of meetings starting Wednesday, with the CBS delegation led by President Frank Stanton and CBS Radio President Adrian Murphy (see registration list, page 42).

Adding to Chicago's spotlight position this week are two major sales and promotion projects—Thursday meetings of Television Bureau of Advertising Inc. (TvB) and the projected Quality Radio Group, cooperative nighttime tape organization.

Format of TvB Board

TvB's board, to be named by the formal incorporating group, is to comprise the five NARTB and five Television Advertising Bureau (TvAB) directing heads who set up the Aug. 5 merger that resulted in the new TvB [B•T, Aug. 23, 9]. This 10-man group will meet Thursday at 2 p.m. at the Blackstone Hotel. It will handle the basic organization details and set in motion an all-industry sales promotion agency designed to promote tv advertising against other media. Both agencies have ratified the merger plan.

Co-chairmen of the original committees that drew up the merger were Clair R. McCollough, Steinman Stations, chairman of the NARTB Tv Board, and Richard A. Moore, KTTV (TV) Los Angeles, who had been picked to set up the now-merged TvAB. They will head the 10-man directorial unit that meets Thursday. The new board, or any successor group it may create, will elect a chairman and then deal with such organization problems as dues, executive personnel, New York headquarters space and a campaign to enroll TvB members.

The Quality Group meeting will start at 10 a.m. Thursday at the Palmer House. The group plans to start operating with a score or more of "power stations" that will take part in cooperative tape-recorded night programming [B•T, Aug. 23, 16].

Key organization figures include John H. DeWitt Jr., WSM Nashville, temporary chairman; William Wagner, WHO Des Moines, acting secretary-treasurer; Frank Fogarty, WOW Omaha, acting vice president; Ward L. Quall, Crosley Broadcasting Corp., in charge of legal and financial matters. Eventually QG may have as many as 36 stations, a substantial share being in the 50 kw category.

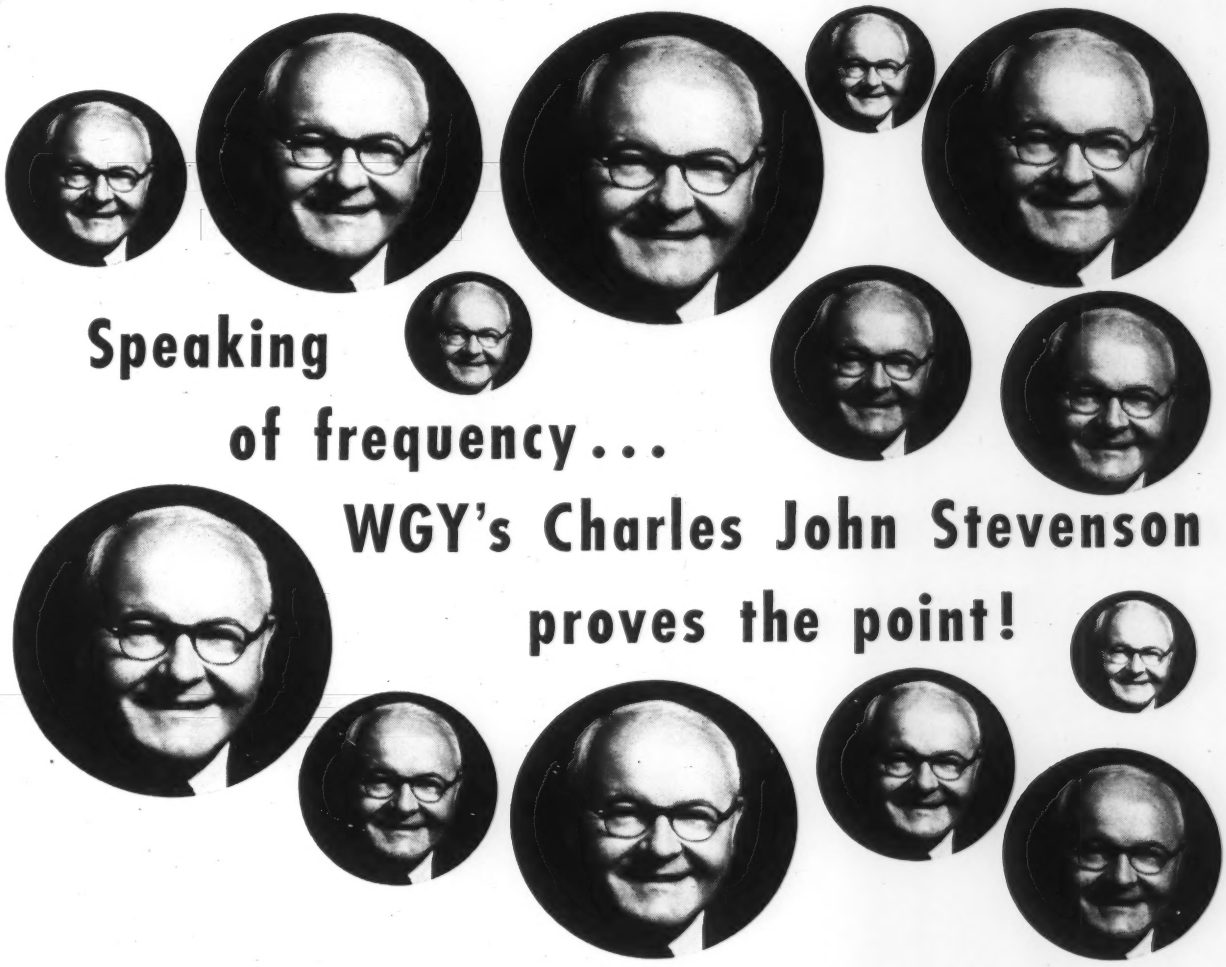
Quality plans to offer its members top-flight features of its member stations. Its target date for opening of programming has been Labor Day. Time costs for time sold to sponsors is understood to be the sum of the station card rates. Initial dues for stations are to be 20 times the highest prevailing daytime hourly rate. Low cost-per-thousand rates are promised, with the project deemed as an answer to the nighttime network radio problem.

The NBC-TV session is characterized as "a seasonal meeting" not apt to prove controversial. Program, sales, advertising and promotion plans are slated for presentation and review.

Additionally, some affiliates expect that the question of compensation to be paid them for carrying network color programs may also be injected, along with perhaps some complaint that the network on occasion has overlooked its pledge to introduce no new sales formats without prior consultation with affiliates.

Walter J. Damm, WTMJ-TV Milwaukee,

VISITING behind the scenes of the recent preview showing of the new NBC Radio *Dennis Day Show*, to be presented on behalf of over 7,000 western state Nutrilite Food Supplement distributors, are (l to r) Fred Wile Jr., network vice president in charge of Hollywood programming; Lee S. Mytinger, secretary-treasurer of the sponsoring Mytinger & Casselberry Inc., international Nutrilite distributor; Mr. Day, and Dr. William S. Casselberry, president of M. & C. The program starts Sept. 19.



Speaking of frequency...

WGY's Charles John Stevenson proves the point!

FREQUENCY IN RADIO ADVERTISING IS ECONOMICAL

65 spot announcements over a period of 13 weeks purchased by a nursery to sell flowers brought in 4,771 orders and almost $15,000.

For every dollar spent buying radio time there was a $7.50 return in new business.

WGY A GENERAL ELECTRIC STATION

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

ALBANY—TROY—SCHENECTADY—plus—54 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco

GUESS ...how many "nighties" in this picture and... **WIN A PRIZE**
(See rules below)

GROSFELD HOUSE BED

TELEPHONE COINCIDENTAL SURVEYS OF 2 MAJOR TV EVENTS PROVE MOST WHEELING VIEWERS PREFERRED WSTV-TV!

54.4% of Wheeling's entire viewing audience saw the June 13 Cleveland-Boston ball game on WSTV-TV.

58% of Wheeling's survey respondents saw Senator McCarthy's Senate Investigating Committee Hearings on WSTV-TV. And the percentage was even higher—74%—for the combined Wheeling-Steubenville area.

THE FACTS

WSTV-TV blankets Wheeling. Most people in this hyper-active TV market are conditioned to Channel 9's fine, clear picture—and outstanding programming. Naturally, they tuned to WSTV-TV for the most exciting TV events of recent months.

THE FINANCES

When you buy WSTV-TV, you pay for only a fraction of its coverage—for the Wheeling-Steubenville market alone. You get *cost-free* the 9th largest market in this country—Pittsburgh—plus the environ cities of Canton and Youngstown.

NOW! FULL POWER
(230,500 Watts)
from our
881 ft.
Mountain-Top Tower
(2,041 ft.
above sea level)

Actual Bonus Figures: 684,500 sets** without cost! No better buy in TV *anywhere.*

**CBS research: U.S. TV ownership updated to Jan. 1, 1954

WSTV-TV STEUBENVILLE-WHEELING —ANOTHER **AVERY - KNODEL**

NO GUESSWORK about the all-over coverage of...

WSTV-TV

VHF - Channel 9

STEUBENVILLE

CBS TELEVISION

WHEELING

RICH WHEELING MARKET

as well as the home city of Steubenville and the bonus markets of Pittsburgh - Canton - Youngstown

You can win a Fabulous Lingerie Set FREE (and easy!!!)

GUESS how many "nighties" and other unmentionables in the picture above. Write your guess in the coupon below and mail at once. Nearest correct answers will be judged the winners. IN CASE OF TIES, EARLIEST POSTMARK WILL DECIDE THE WINNERS. Contest closes Oct. 10, 1954. So hurry your entry along. Fill in and mail NOW.

FIRST PRIZE! Matched set of Trilium lingerie. 9 pieces worth $125.

11 ADDITIONAL PRIZES! Trilium "Baby Doll" Nightshirts and briefs. Set value $25.

Contest Dep't. STATION WSTV-TV, Steubenville, Ohio

My guess is that there are _____ nighties in the photo shown above.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

REPRESENTED STATION

heads the NBC-TV affiliates group.

The meeting will be capped by a Thursday luncheon at which Dr. Stanton will deliver one of his first recent speeches devoted to radio.

A meeting of the 12-man board of directors of CBS Radio affiliates is to be held tomorrow to elect successors to Kenyon Brown, KWFT Wichita Falls, as chairman of the affiliates board and Hulbert Taft Jr., WKRC Cincinnati, as secretary-treasurer.

CBS Radio's agenda similarly calls for network officials to present their plans for 1954-55 programming, sales, advertising and promotion, and observers deem it almost certain that CBS Radio's plan to cut evening time charges back to "approximately premium day costs" and reduce nighttime compensation to affiliates by 20% will be brought into the discussion, even though the plan already has been ratified by affiliates.

The affiliates also will see a special preview of "Tune in Tomorrow," new motion picture film produced by CBS Radio to show the part advertising and radio can play in the next five years' growth of the U. S. economy. It is the third animated film produced by the network for showing to advertising, business and broadcasting industry groups. "Tune in Tomorrow" will be shown regularly beginning about mid-September.

CBS Radio Meets Wednesday

The CBS Radio meeting will open at 2 p.m. Wednesday. The afternoon session on 1954-55 plans will be followed by a banquet featuring CBS Radio talent. Two sessions are set for Thursday morning, one for station owners and managers and one for promotion people.

Following a closed meeting among themselves Tuesday morning, the NBC-TV affiliates will be joined by network officials at a luncheon to be highlighted by a speech by Gen. Sarnoff, who will be introduced by Mr. Damm. The Tuesday afternoon session will hear plans outlined by George Frey, vice president in charge of tv network sales; Thomas A. M. Avity, programs vice president; Sidney H. Eiges, vice president in charge of press and publicity; Jacob A. Evans, director of participating programs dept., with Executive Vice President Sarnoff then giving a status report on color tv and President Weaver outlining long-range objectives. A question-and-answer period will follow.

Wednesday morning, optional (non-basic) affiliates will hold a closed meeting at 9 o'clock and a similar meeting of all affiliates will convene at 11. After lunch there will be a 2;30 meeting between the optional affiliates and network officials, and the two-day sessions are slated to close with an affiliates' executive meeting at 4 p.m.

84 NBC-TV Stations Sending Representatives

WALTER J. DAMM, vice president and general manager of WTMJ-TV Milwaukee and chairman of the NBC-TV affiliates group, reported that as of Thursday noon he had received acceptances from about 64 stations, divided equally between NBC-TV "basics" and so-called optional stations. He stressed, however, that he had not received notices of acceptance from many others, including multiple-ownership outlets. Actual number of broadcasters definitely indicating acceptance at that time was 84.

Mr. Damm predicted that all basic stations (46) would be represented at this week's meeting. Acceptances had been received Thursday noon from 32 of some 75-plus optional or "actual" affiliates. Additionally, responses were expected from 30 or 40 "interim" outlets which take other network programs.

At least 17 of the 64 stations accepting at that time have indicated they plan to send two or more representatives to the two-day sessions at Chicago's Drake Hotel.

Mr. Damm had "no comment" when asked whether he felt the conclave would produce any "fireworks" on such facets as fall programming, promotion and selling patterns.

Alluding to representation at the meetings, Mr. Damm noted that West Coast and optional stations of NBC-TV had already held sessions in recent weeks and indicated his belief that some broadcasters from far-distance points might pass them up in Chicago.

The list of basic outlets which, as of Thursday noon, had accepted invitations, according to Mr. Damm, were:

KRON-TV San Francisco; KOA-TV Denver; WDEL-TV Wilmington, Del.; WOC-TV Davenport, Iowa; WAVE-TV Louisville, Ky.; WDSU-TV New Orleans; WBAL-TV Baltimore; WBZ-TV Boston; WWJ-TV Detroit; WOOD-TV Grand Rapids, Mich.; KSTP-TV Minneapolis; WDAF-TV Kansas City, Mo.; KSD-TV St. Louis; WOW-TV Omaha, Neb.; WGR-TV Buffalo, N. Y.; WHAM-TV Rochester, N. Y.; WRGB (TV) Schenectady, N. Y.; WSYR-TV Syracuse, N. Y.; WKY-TV Oklahoma City; WGAL-TV Lancaster, Pa.; WPTZ (TV) Philadelphia; WJAR-TV Providence, R. I.; WSM-TV Nashville, Tenn.; WFAA-TV Dallas; WBAP-TV Fort Worth; KPRC-TV Houston; WOAI-TV San Antonio, Tex.; KTVT (TV) Salt Lake City; WVEC-TV Norfolk, Va.; KOMO-TV Seattle, Wash.; WSAZ-TV Huntington, W. Va., and WTMJ-TV Milwaukee.

Optional stations which have indicated they plan to attend, according to Mr. Damm, are:

KOMU-TV Columbia, Mo.; KOB-TV Albuquerque; WKNY-TV Kingston, N. Y.; WSJS-TV Winston-Salem, N. C.; WLEV-TV Bethlehem, Pa.; KELO-TV Sioux Falls, S. D.; KCBD-TV Lubbock, Tex.; WSLS-TV Roanoke, Va.; WTRF-TV Wheeling, W. Va.; WALA-TV Mobile, Ala.; KERO-TV Bakersfield, Calif.; WJNO-TV West Palm Beach, Fla.; WFLA-TV Tampa, Fla.; WDAK-TV Columbus, Ga.; WEEK-TV Peoria, Ill.; WGEM-TV Quincy, Ill.; WTTV (TV) Bloomington, Ind.; WKJG-TV Fort Wayne, Ind.; KOAM-TV Pittsburg, Kan.; WCSH-TV Portland, Me.; WNEM-TV Bay City, Mich.; KROC-TV Rochester, Minn.; WLBT (TV) Jackson, Miss.; KXLF-TV Butte, Mont.; WECT (TV) Elmira, N. Y.; WISE-TV Asheville, N. C.; KFYR-TV Bismarck, N. D.; WBRE-TV Wilkes-Barre, Pa.; WATE (TV) Knoxville, Tenn.; KFDX-TV Wichita Falls, Tex.; KHQ-TV Spokane, Wash., and WKBT (TV) La Crosse, Wis.

Stations which indicated they plan to send two or more executives were: WOC-TV, WAVE-TV, WDSU-TV, KSD-TV, WHAM-TV, WKY-TV, WJAR-TV, WSM-TV, WTMJ-TV, WALA-TV, WGEM-TV, WTTV (TV), WCSH-TV, KOMU-TV, WBRE-TV and KELO-TV.

300 CBS Radio Affiliate Executives Expected

SOME 300 executives of CBS Radio affiliated stations and of the network were expected to be on hand for the two-day meeting which opens in Chicago Wednesday. Below are listed those whose registration fees had been received by officials of the affiliates body, followed by a partial list—the most complete available late last week—of others known to be planning to attend.

C. F. Phillips and R. Q. Soule, WFBL Syracuse; Mr. & Mrs. O. J. Keller and Mr. & Mrs. O. J. Keller Jr., WTAX Springfield, Ill.; Guy B. Farnsworth, KGVO Missoula; Robert R. Brown and Willard S. Jackson, WJLS Beckley, W. Va.; Mr. & Mrs. Jimmy Gismondi and Mr. & Mrs. Fred David, WMBS Uniontown, Pa.; B. G. Robertson, KTHS Little Rock; Charles Crutchfield, WBT Charlotte, N. C.

G. O. Wiig, J. F. Murray, O. S. Simon and J. D. Gibbs, KQV Pittsburgh; Harvey J. Struthers and John T. Curry, WEEI Boston; Larry Haeg and Clayton Kaufman, WCCO Minneapolis; Phil LaLonde, CKAC Montreal; Arthur L. Higbee, KSUB Cedar City, Utah; Arthur Hull Hayes and Evelyn Clark, KCBS San Francisco; Joe Petranka, WCOV Montgomery, Ala.; Wm. D. Shaw, KNX Los Angeles; Frank Conwell, WKRG Mobile; L. S. Mitchell, WDAE Tampa; R. H. Moody, WHIO Dayton.

Kenyon Brown, A. L. Pierce and Norman Phillips, KWFT Wichita Falls, Tex.; Arnold F. Schoen Jr., WPRO Providence; J. Archie Morton or Saul Haas, KIRO Seattle; Robert N. Pryor, WCAU Philadelphia; Campbell Arnoux, WTAR Norfolk; J. Arthur Dupont, CJAD Montreal; W. W. Carter Jr., WTRY Troy; Mr. & Mrs. Leo Borin, KOTA-KOZY Rapid City, S. D.; Mr. & Mrs. Frank V. Webb, KFH Wichita; Hoyt B. Wooten, WREC Memphis; Harry Burke and Don Shoemaker, KFAB Omaha; Gene Wilkey, KMOX St. Louis; F. E. Lackey, WHOP Hopkinsville, Ky.; Mr. & Mrs. John R. Atkinson, WHBU Anderson, Ind.; Mr. & Mrs. F. C. Sowell and Jerry Glaser, WLAC Nashville.

Edgar T. Bell and Miss Montez Tjaden, KOMA Oklahoma City; Charles C. Caley and Marvin H. Hult, WMBD Peoria; Mr. & Mrs. Wm. B. Quarton and Leo F. Cole, WMT Cedar Rapids; Joseph K. Close and Frank Estes, WKNE Keene, N. H.; Walter J. Brown and Jane Dalton, WSPA Spartanburg; Mr. & Mrs. Merrill Lindsay, WSOY Decatur; Arthur Mensen, KFMB San Diego; Mr. & Mrs. Frank Reardon, WBOW Butte; C. T. Lucy, WRVA Richmond.

Mr. & Mrs. Miller N. Babcock, WGBS Miami; Mr. & Mrs. C. Robert Thomson and Mr. & Mrs. Frank W. Kelly, WBEN Buffalo; Mr. & Mrs. John W. Boler, KCJB Minot; Mr. & Mrs. Gordon Thomson and two others, KFYO Lubbock; Hugh B. Terry, KLZ Denver; H. L. Krueger, WTAG Worcester; John W. Harkrader, WDJB Roanoke; Mr. & Mrs. Walter Rothschild and Mr. & Mrs. Merritt Milligan, WTAD Quincy; Foster H. Brown Jr., KMOX St. Louis; Mr. & Mrs. Dalton Lemasurier and Mr. & Mrs. Odin S. Ramsland, KDAL-TV Duluth.

Mr. & Mrs. W. H. Summerville & daughter, WWL New Orleans; Harold P. Danforth, WDBO Orlando; Mr. & Mrs. Larry Stewart, WDWS Champaign; John F. Patt, Worth Kramer, Sibley Moore and Elmer Wayne, WJR Detroit; Carl S. Ward, WCBS New York; Harper L. Clark, KLOU Lake Charles; Eugene Carr and G. F. Boyd, WPAY Portsmouth, Ohio.

James F. McDonough, WAKE Greenville, S. C.; Fred Watkins, Jim Briggs and Robert Brown, KWKH Shreveport; J. E. Fetzer, C. E. Lee and Martin Giaimo, Fetzer Broadcasting Co., Kalamazoo; John M. Rivers, WCSC Charleston; Cecily Vaison, CFRB Toronto, Canada; Mr. & Mrs. C. Pearson Ward, KTTS Springfield, Mo.; R. B. McConnell, Radio Ft. Wayne Inc., Fort Wayne; Mr. & Mrs. Lloyd Loers, Mr. & Mrs. Donald Harrer and Mr. & Mrs. Herbert R. Ohrt, KGLO Mason City; Mr. & Mrs. Wm. C. Fowler, Mr. & Mrs. John Ramp and Mr. & Mrs. John R. Browne Jr., WBAT Marion.

H. L. Atlass, E. H. Shomo, N. T. Schwin, W. F. Miller, C. W. Doebler and D. R. Ansel, WBBM Chicago; Mr. & Mrs. Clyde W. Rembert, KRLD Dallas; Howard W. Meagle and Paul J. Miller, WWVA Wheeling; Maurice Corken, WHBF Rock Island; Lloyd W. Dennis, WTOP Washington; Robert N. Pryor, WCAU Philadelphia; Mr. & Mrs. Chuck Gay, WHIO Dayton; Murray Gross, WCBS New York; Mr. & Mrs. J. Pattison Williams and Alex Buchan, WCMI Ashland, Ky.; Cecil B. Hoskins, WWNC Asheville, N. C.; Hugh Bader, KGVO Missoula; Neal B. Welch, WSBT South Bend; Mr. & Mrs. V. A. Sholis, WHAS Louisville.

The following from CBS Radio, New York:

Adrian Murphy, president; George Bristol; George Crandall; Louis Dorfsman; Lester Gottlieb; Norman Frank; Edward Hall; Elsie Kubala; Charles Oppenheim; Murry Salberg; William Schudt; Edward De Gray; Ole Morby; Harry Feeney; Sid Garfield; H. Leslie Atlass; Harper Carraine; Dudley Faust; Richard Golden; John Karol; Tom Means; Richard Salant; J. Kelly Smith; Roger K. Huston, and Frank Nesbitt.

The following from CBS Radio, Chicago:

Chas. M. Adell; Wm. W. Firman; E. Sawyer Smith; James E. Sweet; Carl Gylfe and Frank Rolfes.

Others known to be planning to attend:

W. P. Williamson Jr., WKBN Youngstown; Mr. & Mrs. Robert J. Burow, WDAN Danville, Ill.; Harry D. Peck, WISN Milwaukee; Mr. & Mrs. Carl E. George and Robert C. Smith, WGAR Cleveland; Mr. & Mrs. Bill Craig, WLBC Muncie; William L. Hurley, KSJB Jamestown, N. D.; Mr. & Mrs. Ivor Sharp, Mr. & Mrs. Richard Robertson and Eugene M. Halliday, KSL Salt Lake City; Walter Haas and William Malo, WDRC Hartford; George R. Dunham, WNBF Binghamton; Richard A. Borel, Geer Parkinson, W. I. Orr and James O. Yerian, WBNS Columbus, Ohio; Robert R. Tincher, Cowles Broadcasting, Yankton, S. D.; J. W. Woodruff Jr., WRBL Columbus, Ga.; J. M. Higgins, WTHI Terre Haute; Willard L. Kline, KLYN Amarillo; Mr. & Mrs. Robert Dillon and Joe Hudgens, KRNT Des Moines; John J. Walsh, WKRC Cincinnati; Larry Baird and Harry Hildebrand, WWL New Orleans; J. C. Kellam, KTBC Austin; C. L. McCarthy, KROY Sacramento; Richard B. Westergaard, WNOX Knoxville; Luke Medley, WHUB Cookeville, Tenn.; John M. Asher, KNX Hollywood; Ralph E. Hess, WFAI Fayetteville, S. C.; Robert Brown, KTHS Little Rock; Mrs. Madge Holcomb, WGBI Scranton; Fred Palmer and Miss Carol Palmer, WAKE Greenville, S. C.; Robert Brown, KTHS Little Rock; C. Palmer, KWFT Wichita Falls; Earl W. Winger and Norman A. Thomas, WDOD Chattanooga; L. M. George, WGPC Albany, Ga.; Paul Bartlett, KFRE Fresno, and Luther L. Hill, *Register & Tribune*, Des Moines.

there's no place like home

. . . to find the most receptive audience for your sales call. And in the Northwest's 477,000 television homes, WCCO-TV's solid acceptance as the other member of the family is writing new sales history—all day long. Here's proof*

- From 8 a.m. to 2:15 p.m. every week day, WCCO-TV wins all 25 quarter hours.
- From 8 a.m. to 6 p.m. every week day, WCCO-TV's share of the audience is 57% larger than the second station.
- Of the top 15 daytime shows, 11 are WCCO-TV's. In the 62 counties of the booming Twin City market, daytime television . . . on WCCO-TV . . . is a bigger bargain every day.

WCCO-TV The other member of the family Minneapolis-St. Paul **CBS**

*Pulse, July, 1954

Cordic & Co

OPENS TO SRO HOUSE ON

KDKA

The guy's great! So good he's sold-out before he begins his show on Labor Day. His name's Rege Cordic—and KDKA's got him—warming the heart and tickling the funny bone of 108 counties!

Here's what happens on a typical morning in and around Pittsburgh—all because of Cordic! Father, (who hadn't laughed till noon in years!) rolls out of bed with a smile! In fact, alarm clocks clang in happy harmony all through the house—for everyone has a great awakening with Cordic! And what ever happened to the harried motorist in the midst of a morning tie-up? You'll find him chortling along with Cordic, too!

Because Rege Cordic, with his fabulous Company, has created a wonderful world of zanies who flit about the show with all the appeal of favorite radio and comic strip characters combined. They're informal, breezy, easy to take as a honey tonic.

They're figments of the imagination, of course—mostly the imagination of the head of the "Company." The only straight lines on the show are the weather, time and news—and even they get a treatment now and again.

That's how it is these days. Great things are going on at KDKA. It's bigger and better every day! Top talent, complete coverage, mass audience, potent power, starring shows . . . everything you expect—and *more*—and always the highly localized, audience-action-provoking approach of WBC!

That's the WBC approach, too—top talent, top coverage, top audience, top power, top shows. And that about covers it except for the number to call to discuss availabilities. Here it is—PLaza 1-2700 will get you Eldon Campbell, WBC National Sales Manager in New York. In Pittsburgh call Sales Manager John Stilli, GRant 1-4200.

WBC

WESTINGHOUSE BROADCASTING CO., INC.

KDKA, *Pittsburgh;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ**, *Philadelphia;*
WOWO, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*
National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

PREVIEW

Exquisite Bra solves touchy tv ad problem

THE PROBLEM of advertising products customarily, if coyly, called "intimate" is always tough, particularly when the medium to be used is tv, which reaches family groups of both sexes and all ages together and an even slightly wrong approach could easily be embarrassing to the viewers and disastrous to the advertiser.

But the advantages of using such a successful sales medium make it a problem to be faced, not avoided.

So, after a great deal of hard thinking, matched by $25,000 in hard cash (said to be the largest sum ever expended on a tv commercial), Exquisite Form Brassiere's debut into network television Sept. 7 as alternate-week sponsor of *Stop the Music* on ABC-TV will feature a commercial that the sponsor and its agency, Grey Advertising, are convinced contains maximum sales impact with no damage to dignity or decorum.

"We believe that for the first time we have managed to blend good brassiere merchandising, displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste," Robert E. Heyn, Exquisite Form's vice president in charge of sales, stated.

Putting it even more strongly, Arthur C. Fatt, executive vice president of Grey, declared: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for bra manufacturers and most networks have refused to approve live models wearing bras.

To prepare their sales message for presentation via the most modern form of communication, the producers utilized the world's oldest means of symbolizing sentiment—the dance, the chorus from the dramas of ancient Greece and the fairy sprite of medieval folklore, placed in a modern stylized setting. Real people and animated sketches join in depicting the action as it is expounded by the unseen chorus.

The story of the commercial is that of a young lady's acceptance of a date, her discovery she has nothing fit to wear and her visit to a dress shop where she flits from gown to gown, always returning to a certain one, as the chorus sighs: "That's for me . . . so soft . . . so clinging. But will my figure let me wear it?"

As she turns away dejectedly, she hears the sound of a wand tapping on the window pane and sees the fluttering sprite beckoning her to come back. "Exquisite Form will let you wear it . . . Exquisite Form for a perfect figure . . . Exquisite Form Floating Action Bra," sings the chorus, as the sprite points out the merits of the bra on the model in the window.

Dressed in the new gown, the girl admires herself while the chorus chants: "Now you're lovely as can be, in your Exquisite Form Floating Action Bra." Then, suddenly she looks worried. "How much does it cost?" asks the chorus, answering immediately, "Less than you think . . . only $2.50, only $2.50, to make you look lovelier than ever before. . . ."

As our heroine reacts happily to this price mention, a scarf appears from infinity through a background of cloud and mist. As it reaches front center, the scarf is whipped away, revealing the bra, while the chorus gives the final instruction to "see the Exquisite Form Floating Action Bra . . . and other styles for daytime and evening wear . . . at your favorite store . . . now."

Sponsor: Exquisite Form Brassiere Inc.
Agency: Grey Advertising, New York.
Film Production: Film Creations, New York, and Grey's radio-tv department.
Animation: Ed Donelly.
Dancers: Above: Marsha Reynolds; at left: Margo Meier.
To be shown on *Stop the Music* on ABC-TV alternate Tuesdays, 10:30-11 p.m., starting Sept. 7.

NINE FIRMS SET SPOT CAMPAIGNS

Park & Tilford leads the group with its 11th annual fall radio spot schedule, on 300 stations, daytime only.

PARK & TILFORD, New York (Tintex), for the 11th consecutive year is preparing its annual fall radio spot announcement campaign, leading at least eight other advertisers in radio-tv spot schedules.

The eight spot advertisers placing campaigns are Blue Bonnet margarine, Royal pudding, Bon Ami, Wildroot Co., Chunky chocolates, Sterling Drug, Chase & Sanborn coffee, and the Ohio Oil Co.

Park & Tilford, through its agency, Storm & Klein, New York, will launch its fall campaign on Sept. 13, to run through early December on nearly 300 stations. The company, which has expanded its market list this year, uses an annual spring and fall campaign. It is buying one-minutes and participations, daytime only.

Standard Brands, New York, for Blue Bonnet margarine and Royal pudding, is preparing two separate campaigns using 20-second announcements in the evening on 60 television stations. Contract starts Sept. 26 and will run through the end of the year. Ted Bates Inc., New York, is the agency.

Bon Ami, New York, through BBDO, also New York, will start a radio spot announcement campaign on Sept. 13 in about 10 scattered markets, continuing for 13 weeks.

Wildroot Expanding

Wildroot Co., Buffalo, through BBDO, New York, is understood to be considering an expansion of its radio and television spot campaign, with definite decision expected to be made early this week.

Chunky chocolates, New York, through Peck Adv., New York, is planning to carry a limited list of markets effective early in October, using both radio and tv. Schedule is still in the tentative stage but definite action is expected within a fortnight.

Sterling Drug (Fizrin), through Compton Adv., New York, is placing a 26-week radio and television spot announcement campaign in a number of scattered markets effective Sept. 12.

Another Standard Brands product, Chase & Sanborn coffee (regular and instant), through Compton Adv., New York, is placing a television spot campaign for each type of coffee in about 75 markets, effective Sept. 19 for 52 weeks. A radio campaign also will be used in about 30 markets for both types of coffee, effective mid-September.

Standard Brands also is now working over budgets and research with the possibility of a radio-tv campaign to break sometime in November for Tender Leaf tea.

The Marathon marketing division of the Ohio Oil Co. will sponsor *Secret File, U. S.*, a new tv series starring Robert Alda as an American major assigned to intelligence activities, in 12 major markets. Official Films is the distributor of the series, which the oil company has scheduled to run for 26 weeks in Columbus, Dayton, Toledo, South Bend, Indianapolis, Bloomington, Grand Rapids, Champaign (Ill.), Evansville, Fort Wayne, Louisville and Kalamazoo. N. W. Ayer & Son, Philadelphia, is the agency.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

FX-1201

W. P. MARSHALL, PRESIDENT

(12)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Int'l Letter Telegram
VLT = Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

.SYC187

SY.RHB230 PD=ROCHESTER NY 13 1128AME= 1954 AUG 13 PM 12 23

HART-CONWAY ADVERTISING AGENCY=

GENESEE VALLEY TRUST BLDG ROCH=

HOOPERATINGS JUST IN SHOW CHANNEL 10 LEADS IN ROCHESTER=

PLEASE PREPARE ADVERTISEMENTS TO TELL ALL IN

ADVERTISING AND TELECASTINGS FRATERNITY=DATA IN MAIL=

CHANNEL 10 ROCHESTER

LYKE=DELANEY=

IN ROCHESTER CHANNEL 10 NOW LEADS!

After only 8 short months on the air in this Two Station Market—

CHANNEL 10 LEADS IN THE MORNING!

CHANNEL 10 LEADS IN THE AFTERNOON!

CHANNEL 10 MAKES IT A "DEAD HEAT" IN THE EVENING!

SOURCE: Hooperatings, July 1954. Sunday through Saturday. It's what *top* programing, promotion *does* for a station! Detailed breakdown on request. We have a few fine spots and times available for September starts . . . Phone or wire!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

CBS TELEVISION

OPERATED SHARE TIME BY

WHEC·TV-WVET·TV **ROCHESTER, N.Y.**

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

THE CHICAGO SCHOOL O

BEST NEWS SHOW

*JACK ANGELL BY 38⅓**

BEST GARDEN PROGRAM

*HOW DOES YOUR GARDEN GROW BY 150%**

FAVORITE VARIETY SHOW

*CLOSE-UP BY 131⅓**

OF TELEVISION 1954

BEST CHILDREN'S SHOW

*NOONTIME COMICS BY 24%**

MOST POPULAR WOMEN'S SHOW

*DORSEY CONNORS BY 1900%**

MOST POPULAR WEATHER MAN

*CLINT YOULE BY 240%**

1954 1953 1952 1951 1950 1949

*PERCENTAGE BY WHICH WNBQ PROGRAMS LEAD THE THE NEXT BEST LOCAL CHICAGO SHOW. ARB JULY '54

A Remarkable Faculty

WNBQ's remarkable faculty for enrolling the largest and loyalest TV audiences in the midwest, has made it the favorite Institution of Higher Earning for Chicago's smartest advertisers.

In other parts of the country WNBQ's programming technique is known as "the Chicago school of televisio "Chicago-style TV" and "The most creative local programming in television". But in Chicago most people dial Channel 5 because the programs are local, "live" and livelier . . . and built around local personalities.

This is the formula that developed such WNBQ graduates as Garroway at Large, Kukla, Fran & Ollie, Zoo Parade and Ding Dong School. It's the reason why in Chicago WNBQ is the most *imitated* station, and the *only* TV station to have won the Variety Showmanagement Award. Little wonder that WNBQ is used by more advertisers than any other Chicago television station!

You, too, are most likely to succeed on **WNBQ** *a service of* RCA

NBC IN CHICAGO *represented by NBC Spot Sales*

TONI, HAZEL BISHOP IN COURT BATTLE

In $3 million suit Hazel Bishop Inc. charges Gillette Co. (Toni Division) dickered to buy former's lipstick formula and trade secrets and got them. Injunction asked on Toni lipstick sales, advertising.

A BRUSH between two heavy radio-tv advertising lipstick firms has landed up in the courts with both sides crying "smear."

Hazel Bishop Inc. has filed a $3 million suit against its lipstick competitor, Gillette Co. (Toni lipstick) in the U. S. District Court for the Southern District of New York.

The plaintiff charges Gillette and more particularly, its Toni Division, with entering into the lipstick trade and competing with Hazel Bishop after having negotiated in good faith with Hazel Bishop for purchase of the latter's know-how, merchandising, promotion, advertising, production methods, etc.

The Hazel Bishop complaint stated that the company at first refused to divulge its trade secrets as desired by Toni, but later changed its mind after receiving assurances that Toni would not enter into competition with Hazel Bishop should the negotiated purchase fall through.

The complaint asks that Gillette be enjoined and restrained from the lipstick-making business pending the court's determination of the suit. It also asks that Gillette be forbidden to sell, advertise, promote or merchandise its lipstick.

Gillette's president, J. P. Spang Jr., in denying the charges, asserted them "completely false and without any basis in fact." The firm has 20 days to answer the suit.

Purchase Plans

Raymond Spector, head of the advertising agency in New York which bears his name, is principal stockholder and board chairman of Hazel Bishop. Mr. Spector pointed out that the Gillette board of directors already had approved the purchase of Hazel Bishop formulas but that negotiations had been carried through with an understanding that Gillette-Toni would not reveal the trade secrets of packaging and advertising among other things. He said so long as Toni continues to put out its lipstick, "damages will mount" and the suit soon will exceed the $3 million figure.

Mr. Spector took a dim view of Mr. Spang's statement that the charges were unfounded. "Perhaps Mr. Spang," Mr. Spector commented, "forgets that the Toni president and other officials of the company had an understanding with our company. These very matters were subjects of conferences of the Gillette board of directors. Negotiations were in process for two years and in June 1953 Gillette's board ratified an offer of $6 million and in April 1954, the offer was substantially better. We had thought the days of the robber baron were over."

In its complaint, Hazel Bishop revealed that for the fiscal year ending next Oct. 31 the company will spend an estimated $4.5 million on radio, tv and national publication advertising. Since 1949, Hazel Bishop said it had spent more than $10 million for such advertising.

Attorneys for Hazel Bishop are Gordon, Brady, Caffrey & Keller, New York.

In Chicago there was no immediate indication as to when Toni's attorneys would file a response to the Hazel Bishop suit late Thursday. But spokesmen for the law firm of Crowell & Leibman, Toni's legal representative, said it would be within the next fortnight—before the 20-day deadline set from the time the suit was filed. The reply is now "in the process of being prepared," it was explained.

It was understood that the Toni Division of Gillette would file "definitive answers" to charges lodged by Hazel Bishop Inc., answering each allegation in turn. It likewise was understood that Toni's Chicago attorneys would brand the charges as "unfounded," along the tack taken by Gillette President Spang.

The Toni case is being handled in Chicago by Morris Leibman, partner in Crowell & Leibman, and who presently is vacationing. Toni's public relations there are handled by Dan Edelman & Assoc., with offices in the Merchandise Mart. It was reported that Mr. Leibman would confer with Gillette officials in New York before drafting Toni's reply. Identity of Gillette's eastern attorneys could not be immediately ascertained.

HEAVY SCHEDULE of tv news has been added to the radio-tv budget of Peoples Drug Stores. Clayton R. Sanders, advertising manager of the eastern chain, signs for a 52-week contract on WMAL-TV Washington, using 20 newscasts weekly. Standing (l to r): Ted McDowell, WMAL-TV salesman; Neal J. Edwards, WMAL-TV sales manager, and William D. Murdock, president of William D. Murdock Adv. Agency, Washington.

Extensive Pro-College Grid Slate Planned by Standard

AN AMBITIOUS schedule of college and pro football radio broadcasts, including provision for a regional 16-station network in one instance, has been set by Standard Oil Co. of Indiana for this fall.

The schedule, comprising 52 midwestern games, was to be announced over this past weekend by Wesley I. Nunn, Standard advertising manager. It covers 12 regular season games of the National Football League's Chicago Bears and two pre-season contests, marking the ninth year Standard has bought Bears games on radio.

Standard also will sponsor college football broadcasts on KLZ Denver (10 U. of Colorado games), WHO Des Moinies (nine U. of Iowa games), WTMJ Milwaukee (nine U. of Wisconsin games) and KFAB Omaha (10 U. of Nebraska games).

D'Arcy Adv., Chicago, has started handling the Standard Oil account, which was resigned earlier this summer by McCann-Erickson.

The Bears games will be originated by WGN Chicago, with Jack Brickhouse handling play-by-play starting Sept. 12. Other stations in the network are:

WDZ Decatur, Ill., WMAY Springfield, Ill., WKID Urbana, Ill., WGEM Quincy, Ill., WSIV Pekin, Ill., WGIL Galesburg, Ill., WQUA Moline, Ill., WASK Lafayette, Ind., WNAM Neenah, Wis., KCRI Cedar Rapids, Iowa, KXIC Iowa City, Iowa, KOKX Keokuk, Iowa, KRES St. Joseph, Mo., KFSB Joplin, Mo., and KISD Sioux Falls, S. D.

d-Con to Put 85% Of Ads Into Radio-Tv

A $450,000-plus advertising campaign covering 10 weeks, with about 85% of the appropriations tabbed for broadcast media, was announced last Monday by The d-Con Co., Chicago (insecticides).

The schedule includes 250 radio and 73 tv stations, starting Sept. 6, according to Alvin Eicoff, d-Con vice president in charge of advertising. He gave this breakdown: radio 45%, television 40%, newspapers 10% and national magazines 5%. Radio and tv thus will derive over $380,000.

Mr. Eicoff said the expenditure was the largest ever set by d-Con or any other rodent-killer manufacturer for a single selling season. He also told B•T Tuesday that d-Con will continue its practice of seeking the best possible advertising rates from stations without regard to agency or representative commissions. News, weather and sports programs and 20-second spot availabilities are being sought [B•T, June 28].

The d-Con agency is Arthur Meyerhoff & Co., Chicago.

ABC, KABC-TV Host Agencymen in New York

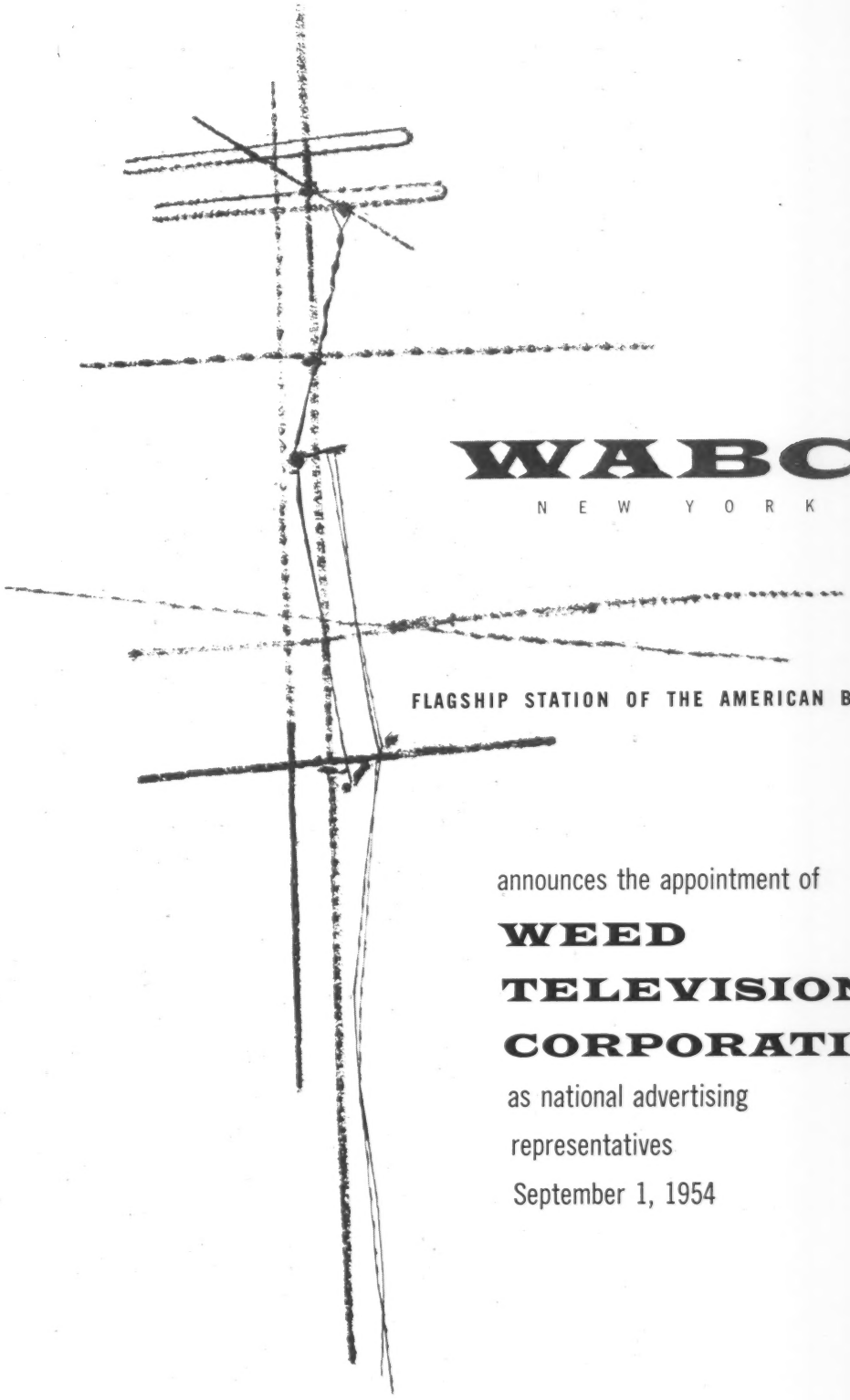
AGENCY executives and timebuyers were guests in New York's Ambasador Hotel last week of KABC-TV Los Angeles, owned and operated by ABC, and of ABC itself.

Elton Rule, KABC-TV's general sales manager, and Don Quinn, assistant sales manager, presided at the sessions highlighted by a 30-minute sound movie especially prepared for the sales campaign. The film, which is about the station, the network and its Television City in Hollywood, as well as KABC-TV's personalities, features Art Baker (m.c. of KABC-TV's *You Asked for It*" program). Most of the film was made up of kinescopes from top tv live programs, locally produced by KABC-TV.

The presentation will be repeated for agency executives and timebuyers in Chicago. Earl T. Hudson, vice president in charge of ABC's western division, supervised the film's preparation. Hunt Stromberg Jr. was executive producer.

EW Completes L.A. Expansion

ERWIN, WASEY & Co., Los Angeles, has completed its expansion of offices at 5045 Wilshire Blvd. Among the facilities are a complete projection room, sound recording studio and air-conditioned conference room. Agency's six years in Los Angeles represent a growth of from 12 people to nearly 100, from 1,500 square feet of working space to 16,919 square feet and from a "handful" of accounts to 21, according to Emmett C. McGaughey, executive vice president in charge of West Coast operations.



WABC-TV

NEW YORK CITY

FLAGSHIP STATION OF THE AMERICAN BROADCASTING COMPANY

announces the appointment of

WEED TELEVISION CORPORATION

as national advertising representatives

September 1, 1954

A wonderful show for entertainment A

Kitchen Kar

Famous Entertainers

Fun-loving Ad Weinert, one of Baltimore's outstanding television personalities, teams up with the "Clark Gable of television", Jack Redfern and the lovable clown, "Kay-Kay" to add that extra zest to this fast moving, spirited show.

Constant In-Store Action

In each store, shelf position is improved . . . special product identification and displays are arranged. Cooperating dealers receive free plugs on the air. Arrangements are made for Kitchen Karnival of Fun products to be advertised in dealer's hand bills and or newspaper ads.

Wonderful Entertainment

Each day 150 ladies from women's clubs, church and civic groups get their tickets months in advance to meet in the studio for a wonderful half hour. The new, unique contests and games include the home viewers by use of the telephone . . . so everyone has fun.

Priz

Among
are the
ping ba
produc
away
What
have
sample

It's exciting! It's colorful! It's colossal! And it actually puts an added sales force to work for you. Kitchen Karnival of Fun seen on television every Monday thru Friday at 12 to 12:30 PM combines carnival spirit, fun, games and stunts plus strong product merchandising.

Adapting the carnival motif, the sets for this popular show are individual carnival booths. Each advertiser has his product spotlighted in a separate booth featuring an eyecatching mass display with the sponsor's name which provides continual identification throughout the show.

MONDAY THRU FRIDAY
12:00 TO 12:30 p. m.

nt A wonderful show for merchandising

nival of Fun

Prizes for audiences and dealers

Among the many fabulous prizes are the Wonder Bags . . . shopping bags chockfull of advertised products. These bags are given away at the rate of 15 a day. What could be a better way to have your product actually sampled by consumers?

Complete Merchandising

WBAL-TV's special merchandising staff makes weekly calls on a selected list of outstanding grocers, chain and super markets —checking stocks of advertised products, urging dealers to buy where stocks are lacking, reporting stock supplies to brokers and sales reps.

The all inclusive Rainbow Contest

This contest includes your product, grocers and consumers. It gives added incentives to housewives to buy your product, and provides powerful incentives for dealers to stock and push your product. In the course of each week 25 stores, 5 daily, participate on this multiple-impact sales promotion plan. It's the closest thing to "forced distribution" you've ever seen.

During the past four years Kitchen Karnival has been a highly successful and extremely popular radio show at WBAL. The Kitchen Karnival of Fun is the television adaptation. Backed by stronger sales promotion, more complete merchandising, the Kitchen Karnival of Fun now offers even greater sales impact to your advertising campaign.

Kitchen Karnival of Fun combines a complete package of a highly entertaining television show with sales promotion and continual merchandising to make an irresistible vehicle. It makes everyone happy . . . the audience . . . the consumer . . . the grocer . . . his salesmen . . . and you, the advertisers.

Get on the band wagon, now. Get the full details about Kitchen Karnival of Fun and get ready to start counting up the profits.

WBAL-TV

Television Baltimore · NBC Affiliate · Nationally represented by Edward Petry & Co.

'Film-for-Time' Acceptances Reported by Thompson-Koch

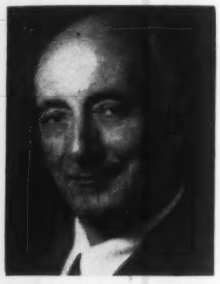
AT LEAST 28 stations have already accepted the films-for-time offer made by Thompson-Koch Co., New York, advertising agency for Sterling Drugs [CLOSED CIRCUIT, Aug. 23], R. A. McNell, agency president, told B•T last week.

Mr. McNell predicted that at least 30 more would accept. He said that only two or three stations had turned the offer down. About 150 letters were sent to stations across the country offering the half-hour film series of 57 shows of *Inspector Mark Saber* "at what you might expect to pay any film distributor for a good half hour film," in return for which the agency says it will "buy an equal dollar amount of announcements on your station."

DISCUSSING Prudential Insurance Co.'s co-sponsorship of the U. of Minnesota 1954 football games over WCCO Minneapolis are (l to r): Orville E. Beall, vice president in charge of Prudential North Central home office; Larry Haeg, WCCO general manager; George O. Ludcke, Calkins & Holden, agency, and Henry Arnsdorf, Prudential director of public relations and advertising. The nine-game schedule starts Sept. 25 and will be co-sponsored by the Bongard Creamery Assn.

Maubert St. Georges Forms New Ad Agency

MAUBERT ST. GEORGES, formerly president of St. Georges & Keyes, New York, for 14 years, has established a new advertising agency, Maubert St. Georges Inc., in New York. The company will engage in general advertising, product publicity, market research and merchandising campaigns.



MR. ST. GEORGES

George Gale, vice president, will be responsible for merchandising, sales analysis and distribution planning.

Other members of the newly-formed agency are: Harold Weinberger, former advertising manager of Reading Tube Corp., as copy chief; C. T. N. Jaeger, Fisher & Porter, as research director; I. S. Kogan, as director of publicity; Ernest M. Olsen, as art director; Alice Rich, Esmond Assoc., will handle media contacts, and Aileen Paul is in charge of general office operations.

More Buy 'Morning Show'

SIGNING of contracts for three new sponsorships and a fourth supplemental order for CBS-TV's *The Morning Show* (Mon.-Fri., 7-9 a.m. EDT) have been announced by William H. Hylan, CBS-TV vice president in charge of network sales. The orders call for a total of 289 participations on the show.

New sponsors are the Crane Co., Chicago, through Leo Burnett, Chicago, for 13 participations from Aug. 17 through Nov. 9; Lady Esther, div. of Zonite Corp., New York, through the Biow Co., New York, for 260 participations over a year's period, starting Sept. 8, and Swift & Co., Chicago (Swift premium turkeys), through McCann-Erickson, Chicago, for six participations for a Thanksgiving promotion, starting Nov. 11. The supplemental order is by the Monsanto Chemical Co., plastics div., Springfield, Mass., through Gardner Adv., New York, for 10 participations in addition to current order now in progress for 104 participations in 43 weeks.

De Jova Names Becker

V. S. BECKER Advertising Service of New York has been appointed U. S. associate agency for Antonio R. de Jova & Assoc., Philippine advertising agency, Viola S. Becker, general manager of Becker Advertising, has announced.

BBDO Elects Three

ELECTION of three new vice presidents of BBDO, New York, was announced last week by Ben Duffy, president of the agency. The three are Leroy H. Dreher, account executive in the New York office and with the agency since 1929; Arthur J. Bellaire, in charge of television and radio copy in the New York office and with the firm for ten years; Burton E. Vaughan, account executive in the San Francisco office, who joined the agency in 1947.

NETWORK NEW BUSINESS

Murine Co., Chicago, buys six 8-8:15 a.m. segments of Don McNeill's *Breakfast Club* on ABC Radio during first half of September. Murine is taking Sept. 3, 6, 8, 13, 15 and 17. Agency: BBDO, Chicago.

General Tire & Rubber Co., Akron, to sponsor *General Sports Time,* weekly filmed sports program, on 103 DuMont Tv stations starting late this month. Program will be seen Saturday or Sunday. Agency: D'Arcy Adv. Co., Cleveland.

Lever Bros. Co. (Lifebuoy soap, Good Luck margarine, Pepsodent toothpaste), N. Y., purchases *Uncle Johnny Coons* on 15 CBS-TV stations (Sat., 12:30 p.m. CDT) starting Sept. 4. Agency: McCann-Erickson Inc., N. Y.

NETWORK RENEWALS

Nestle Co., N. Y., renews alternate-week sponsorship of *Space Patrol* on ABC Radio, Sat., 10:30-11 a.m. EST, effective Oct. 2 for 52 weeks. Agency: Cecil & Presbrey, N. Y.

P. Lorillard Co. (Old Gold cigarettes), N. Y., renews *Truth or Consequences* (NBC-TV, Tues., 10-10:30 p.m. EDT) effective Sept. 28. Agency: Lennen & Newell, same city.

AGENCY APPOINTMENTS

Henry S. Lammers, Terre Haute, Ind. (promoter of 100-mile AAA National Championship Auto Race at Las Vegas, Nev., Jockey Club); **Flying Sportsmen Lodge,** Loreto, Baja California, and **Mardi Gras Room, Park Wilshire Hotel,** L. A., all appoint Vignolle and Powell, L. A. Radio and tv will be used.

Charles Keeshin Poultry Co. (frozen chicken products), Chicago, appoint M. M. Fisher Assoc., same city.

Para Labs, N. Y. (Queen Helene beauty products), names Huber Hoge & Sons, N. Y., to handle fall advertising campaign. Radio, tv motion picture, women's magazines, Sunday supplements will carry the advertising.

Radion Corp., Chicago (tv antennas), appoints Critchfield & Co., same city.

Norex Labs, N. Y. (Amitone antacid tablets), names Grey Adv., N. Y., effective immediately. Radio and newspapers will be used.

Kyron Foundation Inc. (reducing preparation), Chicago and **Televista Films** (tv production), Mexico City, appoint Paul Wallach & Co., Beverly Hills, Calif., to direct promotion and advertising and promotion, respectively.

Pfaff Sewing Machine Sales Co., N. Y., appoints Dancer-Fitzgerald-Sample, same city.

Valley Packing Co. (Cascade packaged meats), Salem, Ore., appoints Richard G. Montgomery & Assoc., Portland, Ore., with Jess Shinn as account executive.

National Paper Corp. of Pennsylvania (Swanee household paper products), Ransom, Pa., appoints Hilton & Riggio, N. Y., effective Sept. 1 with Robert Fine as account executive.

A&A PEOPLE

Elliot Saunders, television producer formerly with Kenyon & Eckhardt and CBS-TV, appointed director, newly-established New York offices of Perrin-Paus Adv., Chicago.

Don R. Willis, formerly creative director, Ruthrauff & Ryan, N. Y., to Henri, Hurst & McDonald, Chicago, in similar capacity; **John D. Woolf** named creative consultant and **Howard W. Rabb** named merchandising director, same agency.

Howard B. Ketting, vice president, Ruthrauff & Ryan Inc., Chicago, to John W. Shaw Adv. Inc., same city, as director of broadcasting, telecast-

THE Daily Double

in Jackson, Michigan

SEARS & WKHM

ROEBUCK and CO.

A WINNING COMBINATION

Here's just one example of how WKHM achieves big results in the big-dollar Jackson market! Using WKHM only, Sears ran spot announcements featuring washers and dryers . . . 22 spots for a total cost of only $143. This promotion *sold over $6000* worth of advertised items alone. Proof that in Jackson, Michigan, WKHM reaches the people who buy.

Needless to say, Sears-Roebuck and Company now uses WKHM regularly. Your product message can reach this same ready audience. Buy WKHM, Jackson . . . valuable corner in Michigan's Golden Triangle.

REPRESENTED BY Headley-Reed

A PACKAGE BUY OF THESE THREE STRATEGICALLY LOCATED MICHIGAN STATIONS OFFERS YOU MAXIMUM COVERAGE AT MINIMUM COST.

Michigan's Golden Triangle

WKMH
DEARBORN
5000 WATTS
1000 WATTS—NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

A Network Man in the Agency Backfield

IN A MOVE designed to effect closer relationship between an advertising agency and a medium, Hicks & Greist Inc., New York, made arrangements for an NBC-TV account executive to set up shop in the agency's office for several days so that he could be on tap to provide first-hand information to Hicks & Greist sales and copy personnel.

Ted Grunewald, Hicks & Greist's radio-tv director, made arrangements for this cooperative effort with John B. Lanigan, NBC eastern tv sales manager, who assigned Lewis Marcy, NBC-TV account executive, to the agency's New York headquarters for several days. There Mr. Marcy was peppered with questions brought to the agency from clients, covering program availabilities, how much their tv budgets would buy, what competitive advertisers were purchasing, how merchandising support could be utilized, program formats and kinds of audience appeals to help key their commercials for maximum effectiveness.

John Drake, vice president of Hicks & Greist, described the experiment as "a great convenience," adding "it has helped our account men get accurate and up-to-date answers to specific client problems." Mr. Grunewald commented: "I feel this experiment has resulted in a stimulation of interest in additional network activity. Of course, the great gains were chalked up for those clients presently not using tv advertising, but it certainly has been a tremendous time-saver for our radio and tv staff."

POINTING OUT the answers to agency and client questions are Lewis Marcy (with pencil), NBC-TV account executive, and (at his shoulder) John B. Lanigan, NBC's eastern tv sales manager. Questioners (l to r): Harry L. Hicks, account executive; Ted Grunewald, director of radio-tv, and Donald Stone, copy supervisor, all of H&G.

ing and commercial film activities; **Herb Fisher,** Leo Burnett Co., that city, to agency as director of research; **Jory Graham,** Needham, Louis & Brorby Inc., same city, to creative division.

John F. MacKay, copy chief, Anderson & Cairns, N. Y., promoted to creative director.

Lee Friend returned to Friend-Reiss-McGlone, N. Y., after six-month leave of absence. Name of agency shortened to Friend-Reiss Adv.

Adele V. Mattson, media director, Foote, Cone & Belding International, N. Y., resigns.

John R. Gilman, vice president, Roy S. Durstine Inc., N. Y., resigns to enter business for himself as business consultant.

Jack W. Nides, account executive, Martin R. Klitten Co., L. A., forms J. W. Nides Co. at 951 N. LaCienega Blvd., same city; telephone: Bradshaw 2-4816.

Harry Johnson, formerly with L. W. Ramsey Co., to Campbell-Mithum, Chicago, as account executive.

James S. Ennis, Lennen & Newell, N. Y., to Dancer-Fitzgerald-Sample Inc., N. Y., as account executive.

Lee Stone, sales promotion dept., Publishers Digest Inc., to Schram Adv. Co., Chicago, as account executive.

Keith Connes, formerly with Kling Studios, Chicago, to Young & Rubicam Inc., N. Y., as copywriter. **Eugene M. Skinner,** named assistant manager, Y&R merchandising dept., N. Y. **Joe Santley Jr.,** feature writer on *Los Angeles Examiner,* to Y&R, Hollywood office, as member of publicity staff.

John T. Dewey, production manager, J. R. Pershall Co., Chicago, to Allen & Reynolds, Omaha, in same capacity.

Harry Prickett, originator of *Winky Dink* show, CBS-TV, to Foote, Cone & Belding, N. Y., as art director.

James D. Egleson, freelance art director and consultant in tv and formerly tv art director, BBDO, N. Y., to Geyer Adv., same city, as television art director.

George E. Kershaw Jr., assistant art director, Milton Weinberg Adv. Co., L. A., to Guerin, Johnstone, Jeffries Inc., same city, as art director.

Armand E. Scala, production supervisor, Hartley Productions Inc., N. Y., to motion picture staff, radio-tv dept., New York office, N. W. Ayer & Son, Phila.; **H. K. Henry,** Montgomery Ward & Co., Chicago, to plans merchandising dept.; **George F. Harrington,** tv commercial and film supervisor, New York office, transfers to Detroit office.

William S. Friday, Bridges-Sharp & Assoc., Dayton, Ohio, promoted to account executive; **Barbara A. Burge,** formerly continuity writer, WFDF Flint, Mich., to creative copy staff.

David B. Rank, Jerome K. Westerfield and **Thomas R. Boyd** to creative staff, D. P. Brother & Co., Detroit.

John G. Knecht, N. W. Ayer & Son, Philadelphia, to copy dept., Gray & Rogers, same city.

Antoinette Dean appointed editor, J. Walter Thompson Co., N. Y., house organ and house promotion co-ordinator, succeeding **Jo Ann Francis.**

Ernest Dichter, founder-president, Institute for Research in Mass Motivations Inc., Croton-on-Hudson, N. Y., to Dan B. Miner Co., L. A., as special counsel to creative staff.

Dean Snow, formerly with The Buchen Co. and McCann-Erickson, to copy dept., H. W. Kastor & Sons, Chicago.

Clair Callihan, tv staff member, Leo Burnett Co., Chicago, to Earle Ludgin & Co., same city, as tv production director.

William A. Foxen, assistant to president, Benton & Bowles, N. Y., appointed consultant to Hoover Commission on Organization of The Executive Branch of the Government.

J. B. Van Urk, vice president and chairman of plans board, Calkins & Holden, N. Y., elected associate member of American Institute of Management.

Mel Hikerson, president, J. M. Hikerson Inc., N. Y., compiler and editor, "How I Made the Sales that Did the Most for Me," has had the book translated into French for European market.

Ralph Bing, president, and **Barbara Bing,** vice president, Ralph Bing Adv. Co., Cleveland, parents of girl, Aleta Helen.

Shirmer Mueller, assistant sales manager, southwest div., and **Robert McDonald,** Pacific Coast advertising representative, Falstaff Brewing Co., to firm's new Rocky Mountain div., as sales and advertising managers, respectively.

Robert P. Palmer appointed advertising manager and head of public relations dept., Lumbermen's Mutual Casualty Co. **Clive R. Bishop** and **Earle F. Heffley** named assistant advertising managers.

J. R. Smolenske appointed advertising manager, western div., Colorado Fuel and Iron Corp., Denver.

Ralph W. Klapperich, G. Heileman Brewing Co., La Crosse, Wis., promoted to advertising manager.

IF YOU KNOW...

The Northern California market (and KPIX)...

THIS'LL BE A CINCH!

But is it?

Let's give you a hint. In the 23-county coverage area of KPIX, Channel 5, San Francisco, there are:

4,161,500 people
1,369,400 family units
982,070 TV homes

Ready for the question? How many **impressions per average week** are currently delivered by KPIX? Which is the correct figure?

123,456,275
197,453,227
240,905,270
225,284,352

If you said "240,905,270" you'd be correct . . . **the largest number of weekly impressions delivered by any Northern California TV station.**

This should give you **one** impression of KPIX superiority in the San Francisco market. For more information, see your Katz man.

CBS **kpix** CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS and DuMont Television Networks
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.

ABC FILM GOES INTO DALLAS, ATLANTA

New York national sales conference sees initial screening of new film property, 'Mandrake the Magician.'

ANNOUNCEMENT of plans to open new sales offices in Dallas and Atlanta, and the first screening of the new *Mandrake the Magician* film series were highlights of a national sales conference conducted by ABC Film Syndication in New York last Wednesday, Thursday and Friday.

George T. Shupert, president of ABC Film Syndication, attributed the opening of the new offices to increased business and said that effective this week G. Joseph Porter, formerly southeastern representative for World Broadcasting System, will head the Atlanta office, covering Georgia, Florida, Tennessee, the Carolinas and Mississippi, while Howard Anderson, former southwestern account executive for MPTV, will manage the Dallas office, covering Texas, Oklahoma, Louisiana and Arkansas.

Others at Screening

In addition to the ABC Film Syndication executives and sales staff, those on hand on the Thursday morning screen of *Mandrake*, now in production in Bermuda and slated for syndication to stations for Oct. 1 broadcast, were Leonard H. Goldensen, president of American Broadcasting-Paramount Theatres, the syndication firm's parent company; AB-PT Vice President and General Counsel Walter Gross; producers John Gibbs and Robert Mann, and coproducer John Allen.

Plans for an extensive advertising, promotion and merchandising campaign to coincide with the launching of the *Mandrake* series also were outlined.

Passport to Danger, another new property of ABC Film Syndication and slated to become available for broadcasting Oct. 30, was discussed in the Thursday afternoon session, with producer Hal Roach Jr. explaining his plan to introduce "entertainment gimmicks" into each show to give it an individual trademark. A promotion and merchandising campaign also will be conducted in behalf of *Passport*.

In Wednesday and Friday sessions Don L. Kearney, vice president in charge of sales, reviewed the sale situation of current properties, *Racket Squad*, *The Playhouse* and *John Kieran's Kaleidoscope*, and heard reports from the field. Individual conferences and distribution of prospect lists of advertisers interested in buying film properties for late fall programming wound up the three-day meeting Friday afternoon.

The manager of the new Dallas office, Mr. Anderson, has been employed as a film consultant to a number of stations, assisting managers concurrently with his employment with MPTV and also during his previous employment as film director of WFAA-TV Dallas.

Mr. Porter, head of the new Atlanta office, was sales manager of WINA Charlottesville; general manager of WMTR Morristown, N. J., which he helped put on the air; retail sales manager of WJZ and on the sales staff of WOR, both in New York, prior to his association with World Broadcasting.

WAFB-TV Baton Rouge, La., signs Santa Maria Dairy and Wolf's Bakery to alternate-week sponsorship of the new *Meet Corliss Archer* series, effective Sept. 26. L to r: seated, Bill Gillis, advertising manager of Wolf's; Lee Herzberg Jr., H. S. Benjamin Assoc., agency handling the program; Van Carter, Santa Maria advertising manager; standing, Mervyn Rhys, WAFB-TV, and O. J. Reiss, Ziv Productions, producer of the series.

Eddy Arnold to Produce Film Series in Chicago

IN WHAT was described as perhaps the first major tv film series to be produced in Chicago, spokesmen announced last week that singer Eddy Arnold had organized a firm to produce a half-hour film show, *Eddy Arnold Time*, starting Oct. 15 for Jan. 1 release to stations.

The first series will consist of 26 programs, featuring Mr. Arnold and probably also a girl singer and a male vocal group. Joe Csida of Csida-Grean Assoc., which handles Mr. Arnold's management, will be executive producer for the series, and Ben Park, with NBC in Chicago, will be producer, director and writer but also will continue his NBC duties. Syndication will be handled by Walter Schwimmer Productions, Chicago.

Preiss Lists Availabilities

CURRENTLY 3,283 theatrical motion pictures are available to tv stations, according to listing released by Al Preiss & Assoc., Hollywood tv research firm. They date from 1917 ("Mark of Cain," with Sally Gray and Eric Portman) to 1953 ("Hannah Lee," with John Ireland, Joanne Dru and Ward Bond).

Reportedly the first such compilation made, information in Preiss' *Feature Films for Tv* was gathered from feature film distributors and film buyers. List is broken down into titles, leading stars, theatrical release date, running time and present distributor. Sale copies are available from Preiss office, 1680 N. Vine St., Hollywood 28.

Tv Co-op Film Sales Expands

EXPANDING its film sales and service operations into Canada, Tv Cooperative Film Sales Co. announced last week that it will now be known as International Tv Film Services Ltd., with main offices in New York and branches in Los Angeles, Toronto and Montreal. Firm is headed by Marcel Leduc, for the past year, owner and director of Tv Cooperative Film Sales and vice president of Mark Hawley Assoc.

The Real Thing

THE HERO of a tv filmed series currently is portraying himself in a real life drama. Robert Fabian, former superintendent of Scotland Yard, currently in retirement, has been summoned to Canada and presently is working on an eight-month-old mystery surrounding the disappearance of a 17-year-old girl. Mr. Fabian is hailed as "the world's greatest detective," and 39 case histories of crimes he helped solve while with the Yard have been filmed and are being distributed by Telefilm Enterprises, New York, under the title of *Fabian of Scotland Yard*.

ZIV INTERNATIONAL SALES PROMPT ADDED EXPORTS

Film firm puts 'I Led Three Lives' on list being distributed in Latin America.

ZIV International is increasing its Spanish versions of Ziv Tv programs for consumption in Latin America as a result of noted successes in sales south of the border, according to Edward J. Stern, Ziv International president.

Latest expansion will be to add *I Led Three Lives*, Ziv's top show in the U. S., to the Spanish market in January. *Mr. District Attorney* was added last month. For Latin consumers, Ziv shows having Spanish language sound tracks now total six.

Mr. Stern reported *Mr. District Attorney*, offered in Spanish only last month, already is sold out in Mexico, Venezuela, Colombia and Puerto Rico. Mr. Stern also said Goodrich Tire & Rubber, Procter & Gamble, Westinghouse, General Electric, America Tobacco and Nescafe are among recent advertisers signed for the filmed tv series in Latin America.

At the same time, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, announced 11 new sales made for *Meet Corliss Archer*, Ziv's newest tv film series. The number of markets now sold for *Archer* total 81, Mr. Rifkin said.

Among new markets: Detroit (co-sponsors, Standard Federal Bank, Bernor's ginger ale), Cleveland (sponsor, Heckman Biscuit Co.), Atlanta (WLWA (TV) is purchaser), Huntington, W. Va. (sponsor, Broughton's Farm Dairies). Nash Coffee, which had purchased *Archer* in three markets, has added two, to bring its total to five.

According to Mr. Rifkin, sales gains for the family series are greatest with food and beverage advertisers, although banks and gas and oil companies are potential *Archer* sponsors.

New Film Distribution Firm In N.Y. Formed by Eliot Hyman

FORMATION of Associated Artists Productions Inc. has been announced by Eliot Hyman, president and veteran film executive. Ken Hyman and Don Klauber have been appointed vice presidents and and a sales staff will be selected within two weeks.

Presentations of the new distribution firm include 12 *Sherlock Holmes* features, 89 *Candid Camera* half hours, 39 *Johnny Jupiter* half hours, 37 westerns and three serials starring Boris Karloff, Tom Tyler and Rin Tin Tin. Twenty-six new features are being assembled and will be announced soon, Mr. Hyman said. Office is at 345 Madison Ave., New York.

"THE MOST REMARKABLE
COOKING PROGRAM ON TV"
Creative Cookery
Now Available On
The Best Two Station Buy In The Country
REPRESENTED BY
WABC-TV
New York
SU 7-5000
BLAIR TV
INC.
WBKB
Chicago
AN 3-0800

ARRANGEMENTS for Eastman Kodak Co.'s sponsorship of a new weekly tv series, *Norby*, are worked out by (l to r): David Wayne, the series' star; Donald McMaster, company vice president and general manager; Thomas J. Hargrave, chairman of the board, and Dr. Albert K. Chapman, president.

EASTMAN SPONSORS COLOR FILM SERIES

EASTMAN KODAK Co., Rochester, will sponsor a weekly half-hour television comedy drama titled *Norby*, starring David Wayne, starting in January [B•T, Aug. 16], W. B. Potter, director of advertising, announced last week.

The network and the specific starting date will be announced shortly. The program will be the first network television series to be filmed entirely in color, authorities said.

The commercials will be devoted to information on obtaining best results with home movies and snapshots. Continued progress in picture making will be emphasized in all phases of the photographic company's first venture with regular television programming.

Mr. Wayne, who is currently starring in "Teahouse of the August Moon" on Broadway, will take a leave of absence from the play to launch the tv series. David Swift will produce and write the program.

E. P. Genock, former editor-in-chief of Telenews Productions, who recently joined Eastman Kodak, has been assigned as manager of television programming to act as liaison with the advertising agency, J. Walter Thompson Co., in arrangements for the program production.

FILM SALES

KETX (TV) Tyler, Tex., has acquired two-run rights to 52 westerns, over one-year period, and 26 feature films, over six-month period, from **Louis Weiss & Co.,** L. A. **WNBK (TV)** Cleveland has leased unlimited-run rights to 15 animated cartoons from Weiss firm's library to cover one-year period.

Nic-L-Silver Battery Co., Santa Ana, started *Triangle L Theatre* on KNBH (TV) Hollywood for 26 weeks. Hour-and-a-half long westerns, based on stories by **Zane Grey,** are distributed by **Unity Television Corp.** Agency is Stodel Adv. Co., Hollywood.

Officials Films Inc., N. Y., reports sales of *My Hero* series in over 120 markets with sponsors in more than 75 areas. Firm also announced completion of arrangements with **Jack Chertok** for distribution of *Private Secretary* series in Canada and with **Roland Reed** for Canadian distribution of *Trouble With Father*.

United Television Programs Inc., Chicago, reports almost 100% renewal for an additional 13 weeks of *Waterfront*, filmed by Roland Reed Productions. New sales for UTP product in recent weeks include: *Waterfront*, 14 markets; *Old American Barn Dance*, 12; *Lone Wolf, Rocky Jones and Space Ranger*, 8 each; *Heart of the City, Ruggles, Royal Playhouse*, 4; *Curtain Call* and *Counterpoint*, 3.

FILM DISTRIBUTION

Advertisers' Television Program Service Inc., 9100 Sunset Blvd., Hollywood, formed to handle distribution of 57 *Mr. and Mrs. North* half-hour films, produced and owned by **John W. Loveton** and co-starring **Barbara Britton** and **Richard Denning. Maurice H. Gresham,** formerly West Coast sales manager, Motion Pictures For Television Inc., N. Y., appointed vice president; **Charles C. Alsup,** an account executive, MPTV, is western sales manager. Series was telecast over NBC-TV last season.

FILM PEOPLE

Bernard Weitzman, formerly with CBS-TV Business Affairs, Hollywood, to Desilu Productions Inc., that city, as executive assistant to **Martin Leeds,** executive vice president.

John Fulton, formerly with William Morris Agency, Beverly Hills, to Hal Roach Jr. Productions, Culver City, as assistant to Mr. Roach in agency and sponsor relations. **Edith Udell,** secretary to the producer, promoted to executive assistant.

Wilbur F. Mosher signed by Gross-Krasne Inc., Hollywood, as film editor of NBC-TV *Big Town*. **Dick Dixon,** assistant director, signed by firm to term contract for that series and *Lone Wolf*.

Tholen Gladden to Guild Films Inc., Hollywood, as film editor on *Frankie Laine* syndicated tv series.

Eliot Alter, independent representative for film distributors, to Standard Television, Beverly Hills, Calif., as representative in New England, New York and Pennsylvania.

— PROGRAM SERVICES —

Ziv Co. Adds Five In Radio Expansion

EXPANDING radio sales by Frederic W. Ziv Co. have prompted the addition of five members to the field staff of Ziv radio, Alvin E. Unger, sales vice president, announced last week. The five:

Harry Colson, formerly with the KRLD Dallas sales department, who will operate in the Southwest with headquarters in Dallas; Howard Girouard, who will work in southern Ohio; Stan Levy, formerly on the sales staff of WBBM Chicago, who will handle special sales assignments; Lawrence Austin, previously with Claypool Assoc., advertising and sales organization, who will work in northern Ohio with headquarters in Cleveland, and Jack Frolich, who is leaving the appliance distribution field to serve the Ziv organization in Southern California from headquarters in Los Angeles.

World's School Package

A BACK-TO-SCHOOL transcription package that includes a variety of jingles, a safety program and program signatures, all designed to appeal to local advertisers, is now available to radio stations, Pierre Weis, general manager of World Broadcasting System, announced last week. He also reported that World now supplies specialized sales aids and attention-getters for more than 150 local advertiser classifications. Meanwhile, Mr. Weis said, first discs of WBS' World ComET plan have gone out to World's 427 station affiliates for Sept. 15 release. ComET features hour-long, five-days-a-week, open-end transcription programs starring Harry James and Betty Grable and costing World subscribers only a dollar a day to help cover manufacturing cost.

Adams & Davis Organized

ADAMS & DAVIS Radio and Television Productions, N. Y., has been formed by Robert K. Adams and Don A. Davis, partners, with offices at 20 E. 50th St., New York 22, N. Y. Telephone: Plaza 9-7979. The firm will specialize in radio and tv packages and will serve as sales agent for other properties.

PROGRAM SERVICES PEOPLE

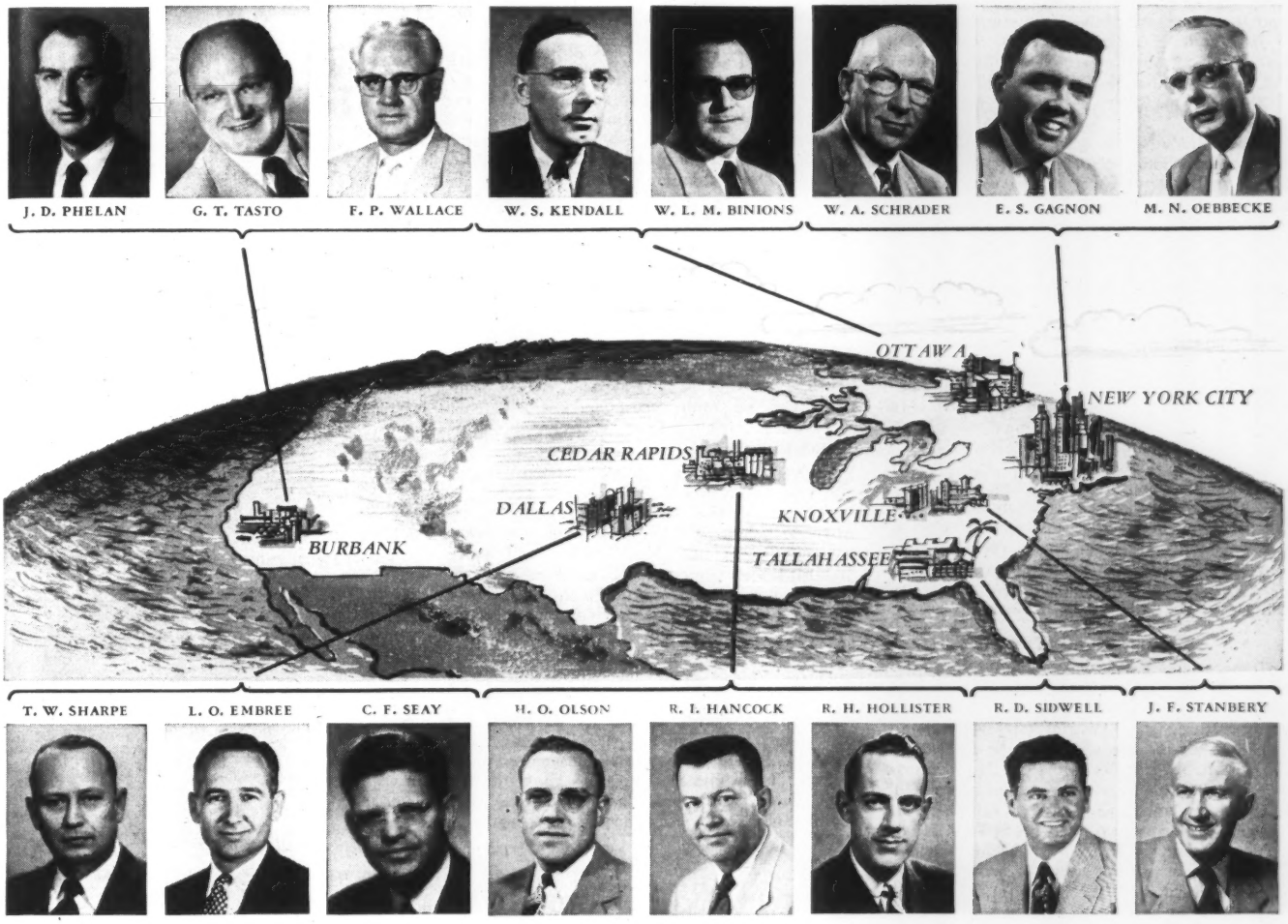
Forrest Price, Northeast and Middle Atlantic regional sales manager, Columbia Records Inc., Bridgeport, Conn., promoted to general sales manager.

MR. PRICE

Jean Roxi Mason, assistant program manager, WSYR-AM-FM-TV Syracuse, N. Y., to Alexander Film Co., Colorado Springs, Colo., as model.

Al Preiss, director of education, American Telecasting Corp., Hollywood, and managing editor, *Videofilm* magazine, same city, resigns to form tv research organization, Al Preiss & Assoc., with offices at 1680 N. Vine St.; telephone: Hollywood 3-2576.

Wherever you are



COLLINS service is near

Collins' attention to your broadcast equipment installation doesn't stop with the sale. This team of highly trained broadcast sales engineers is deployed across the nation. Whenever you need equipment or technical assistance, your Collins man is as near as your phone.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA, 855 35th Street, N.E. — Phone: 3-0281

NEW YORK CITY	DALLAS	KNOXVILLE	TALLAHASSEE	BURBANK	OTTAWA, ONTARIO
261 Madison Ave.	1930 Hi-Line Drive	Dogwood Road,	Petroleum Building	2700 W. Olive Ave.	74 Sparks Street
Phone: Murray Hill 7-6740	Phone: Prospect 5151	Fountain City	Phone: 2-1657	Phone: Thornwall 4-1751	Phone: 4-9786
		Phone: 6-3478			

NARTB DISTRICT MEETS SET AGENDAS

Management, business considerations will feature this fall's 17 district meetings.

STATION management and business themes head the programs of NARTB's annual series of district meetings opening Sept. 9 with the New England area meeting in Boston [B•T, Aug. 16]. Additional details of the programs were made available last week by district directors.

Radio and tv "guest speakers," in each case a radio or tv station operator from another district, will attend each of the meetings. A tv guest attended each of the meetings last year but the association board decided in June to have a radio guest as well.

Each district director will preside over a "Business Huddle," an informal discussion in which John F. Meagher, NARTB radio vice president, will participate as discussion leader. These huddles will include such topics as extension of remote transmitter control, broadcast sales management, programming, wage-hour problems and government relations. Mr. Meagher will speak at each meeting on the topic, "Sound Is the Word for Radio."

NARTB President Harold E. Fellows will head the headquarters group that will make the 17-meeting circuit. Accompanying him will be Ralph W. Hardy, government relations vice president who will speak on the topic, "Staying in Business," and Charles H. Tower, manager of employe-employer relations, whose subject will be "Saving in Business."

Krueger Heads Dist. 1

Herbert L. Krueger, WTAG Worcester, Mass., will be in charge of next week's opening meeing at the Somerset Hotel, Boston, presiding as director of District 1 (New England). A feature of this program will be an address by Mr. Fellows before a joint luncheon of the Radio & Tv Advertising Executives Club of New England and the NARTB delegates. He will speak on the topic, "Profit With Honor in Your Home Town." The NARTB president is a Bostonian, having served a score of years as manager of WEEI.

Guest radio speaker at Boston will be E. R. Vadeboncoeur, WSYR Syracuse, NARTB District 2 director and member of the NARTB Freedom of Information Committee. Guest tv speaker will be Clair R. McCollough, WGAL-TV Lancaster, Pa., chairman of the NARTB Tv Board. He will lead a discussion on "How to Run a Profitable Tv Station."

Gov. Christian J. Herter of Massachusetts will officially welcome the New England delegates, and Mayor John Hynes of Boston will attend the opening luncheon.

As District 2 director, Mr. Vadeboncoeur will preside at the Dist. 2 (N.Y., N. J.) meeting to be held Sept. 13-14 at Lake Placid Club, Lake Placid, N. Y. Radio guest will be Worth Kramer, WJR Detroit. Harold Essex, WSJS Winston-Salem, N. C., will be tv guest. His topic will be "Seeing Is Believing." FCC Comr. John C. Doerfer will speak at the dinner. Mr. Vadeboncoeur has arranged a Freedom of Information panel discussion. Participants will be Jack Gould, CBS information adviser; Rudolph Halley, New York attorney and counsel of the Kefauver crime committee, and Mr. Hardy.

George H. Clinton, WPAR Parkersburg, W. Va., director of District 3 (Pa., Del., Md., W. Va.), will direct proceedings Sept. 16-17 at the William Penn Hotel, Pittsburgh. Mr. Essex will be tv guest and James L. Howe, WCTC New Brunswick, N. J., will be radio guest, discussing "The Challenge to Radio Broadcasters." Mr. Fellows will address a joint meeting of the Pittsburgh Radio-Tv Club and district delegates. Mr. Essex will moderate a tv panel. Participants will include Mr. McCollough and L. H. Rogers, WSAZ-TV Huntington, W. Va.

District 4 (D. C., Va., N. C., S. C.) will meet Sept. 20-21 at the Cavalier Hotel, Virginia Beach, Va., with Director James H. Moore, WSLS Roanoke, Va., presiding. Robert Tincher, KVTV Sioux City, Iowa, will be tv guest and lead a tv panel comprising Carleton Smith, WNBW (TV) Washington; Charles Baskerville, WNAO-TV Raleigh, N. C.; Tom Chisman, WVEC-TV Norfolk-Hampton, Va., and B. T. Whitmire, WFBC-TV Greenville, S. C. Radio guest will be Robert Feldman, WHBC Canton, Ohio.

FCC Comr. Robert E. Lee will speak at the second-day luncheon at Virginia Beach.

District 5 (Ala., Fla., Ga., P. R.) meets Sept. 23-24 at Daytona Plaza Hotel, Daytona Beach, Fla., with Mike Layman, WSFC Somerset, Ky., as radio guest and Mr. Tincher as tv guest. John Fulton, WQXI Atlanta, is district director.

From the Eastern Seaboard the meetings move to Little Rock, Ark., where District 6 (Ark., La., Miss., Tenn.) meets Sept. 27-28. Allen Woodall, WDAK Columbus, Ga., will be radio guest and Mr. Tincher will make his third appearance as tv guest. Henry B. Clay, KWKH Shreveport, La., chairman of the NARTB Radio Board, is district director. President Fellows will address a combined Kiwanis-NARTB luncheon on the second day.

District 7 (Ky., Ohio) convenes Sept. 30 at Louisville, with F. E. Lackey, WHOP Hopkinsville, Ky., presiding as district director. Mr. McCollough will be tv guest, with Merrill Lindsay, WSOY Decatur, Ill., as radio guest.

From Louisville the meetings move to Detroit, Omaha, Wisconsin and on to the West Coast and Southwest. (See UPCOMING, page 117).

Four NARTB Committee Memberships Set Up

NARTB's Committee structure for the 1954-55 year started to take shape last week as President Harold E. Fellows announced membership of four standing committees.

George J. (Coach) Higgins, KMBC Kansas City, was named chairman of the Sports Committee; Gilmore N. Nunn, WLAP Lexington, Ky., chairman of the Insurance Committee; Ward L. Quaal, WLWT (TV) Cincinnati, chairman of the By-Laws Committee and Edgar Kobak, WTWA Thomson, Ga., chairman of the Freedom of Information Committee.

Named to serve with Mr. Higgins on the Sports Committee were: Wesley Fesler, WDGY Minneapolis; Robert B. Hanna Jr., WRGB-TV Schenectady, N. Y.; William B. McGrath, WHDH Boston; D. L. Provost, WBAL-TV Baltimore; Robert O. Reynolds, KMPC Hollywood; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Ben Strouse, WWDC Washington; Don Searle, KOA-TV Denver; Robert R. Tincher, KVTV (TV) Sioux City, Iowa, and Gene Trace, WBBW, Youngstown, Ohio.

Membership of the Insurance Committee, in addition to Mr. Nunn, are: Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio.

Serving with Mr. Kobak on the Freedom of Information Committee are: Joseph L. Brechner, WGAY Silver Spring, Md.; Joseph K. Close, WKNE Keene, N. H.; Victor C. Diehm, WAZL Hazleton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Frank Fogarty, WOW-TV Omaha; Merrill Lindsay, WSOY Decatur, Ill.; John M. Outler, WSB-TV Atlanta; John F. Patt, WJR Detroit; Paul Raibourn, KTLA (TV) Los Angeles; Victor A. Sholis, WHAS-TV Louisville; P. A. Sugg, WKY-TV Oklahoma City; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.

By-Laws Committee includes, besides Mr. Quaal, Hugh K. Boice Jr., WEMP Milwaukee; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Robert B. McConnell, WISH Indianapolis; W. D. Rogers, KDUB-TV Lubbock, Tex.

NARTB NAMES BELL ASST. TO FELLOWS

In other personnel changes two new members join NARTB: Hulbert becomes assistant to Tower and Carlisle joins the Station Relations Dept.

HOWARD H. BELL, with NARTB three years as assistant to Thad H. Brown Jr., tv vice president-general counsel, last week was named assistant to President Harold E. Fellows in a series of headquarters personnel changes.

The new position was created following the resignation of Robert K. Richards, administrative vice president who becomes a consultant to NARTB as he opens his own public relations office at 1735 DeSales St. N.W., Washington. Mr. Richards has entered station operation as half-owner of WHAR Clarksburg, W. Va., and WKYR Keyser, W. Va.

Two new members are joining the NARTB

MR. BELL MR. CARLISLE

headquarters staff—James H. Hulbert, who becomes assistant to Charles H. Tower, manager of the Employe-Employer Relations Dept., and William Carlisle, who joins the Station Relations Dept. as field representative under William K. Treynor, department manager. Robert J. Gormley, NARTB labor economist, has resigned.

Mr. Bell had been sales promotion manager of WMAL-AM-TV Washington before joining NARTB Dec. 1, 1951. He was active in setting up procedures for the NARTB Television Code and the Television Bureau of Advertising Inc. He worked on NARTB Television Information Committee projects and wrote the association's first tv station film manual.

Mr. Hulbert entered the NBC executive training program in 1952, participating in contract negotiations. For a time he was a member of the White House editorial staff. He reports to Mr. Tower in his NARTB duties.

Mr. Carlisle entered radio in 1946 as a continuity writer and later program director of WKBR Manchester, N. H., extending his duties to the entire Granite State Broadcasting Co. group. For the past year he toured 40 states as broadcast sales manager of Rust Industrial Co., manufacturer of remote control transmitter gear. He will attend some of the NARTB district meetings. At NARTB he reports to Mr. Treynor.

Radio, Tv Can Co-Exist, Meagher Tells Georgians

RADIO AND TV can live successfully, side by side, in the competitive media world as the public learns to appreciate what each does best, John F. Meagher, NARTB radio vice president, said Tuesday in an address to the Georgia Assn. of Broadcasters, meeting at St. Simon's Island.

"It is reasonable to expect," Mr. Meagher said, "that television viewers in time will become as selective about which programs they watch as radio listeners are to which programs they listen. In time all of them will look to radio for those things which radio does best, and to television for those things television does best, just as they open their daily papers for those items best handled by the press."

Reviewing the history of radio through depression, war and tv competition, Mr. Meagher said radio can only damage itself if it worries unduly over its competition. "It will always have its own job to do," he declared.

Showing radio's strong competitive place in the media and education-entertainment world, he said, "The radio broadcaster's flexible talents have been applied to the development of new concepts relating to the special functions and areas in which radio broadcasting can operate most effectively and efficiently. What is happening now—and it may go on for several years—is a fundamental reorganization of American radio. And the more competent observers say there is reason to believe that the ultimate consequence of this change may well be better radio."

Mr. Meagher reminded that "people continue to buy more radios." Even though tv sets occupy a spot in the living rooms of a great percentage of the homes in the country where radios formerly stood, "the radio has moved all over the house," he said. "Proper recognition is finally being given to one of radio's basic and unique advantages—you can listen to radio while doing something else. The average home today has from two to three receivers—four out of five located outside the living room. The programs attracting the largest audiences are those which can be appreciated outside the living room."

Continuing his comparison of radio and tv, he said, "The chief effect of television (upon radio)—and this is the all-important factor—has been upon network radio in evening hours. It has been the network, rather than the individual station, which has borne the brunt of television competition . . . Some of the new concepts will certainly alter the operations of radio networks as we have known them in the past . . . Some observers have thought it of some significance that the radio network which appears to be doing the best job of 'holding its own' is the one network not engaged in television."

TRADE ASSNS. PEOPLE

Paul Kruming, president, National Export Adv. Service, N. Y., elected president, Assn. of International Adv. Agencies. Other officers are **Richard W. Battan,** Robert Otto & Co., N. Y., vice president; **H. I. Orwig,** Buchen Co., Chicago, western vice president, and **Rose R. Lowe,** Quinn-Lowe Inc., N. Y., secretary-treasurer.

Helen Staniland Quam, distributor-sales manager, Quam-Nichols Co., Chicago, elected treasurer, Assn. of Electronic Parts & Equipment Mfrs., for 18th consecutive term.

NSI TO USE 6,000 RECORDIMETERS

They will be installed in sample radio-tv homes by A. C. Nielsen Co. to launch NSI in six or seven markets, says Vice President Rahmel.

PLANS for the use of some 6,000 Recordimeters in sample radio-tv homes in conjunction with its much-anticipated local Nielsen Station Index reports were announced last week by A. C. Nielsen Co., market research firm.

Contracts for the first batch of the audience measurement devices will be delivered early this fall, according to H. A. Rahmel, vice president of the company. He said installations would commence in October. Their placement will enable A. C. Nielsen to launch its NSI system locally in six or seven markets, it was reported.

A number of prominent advertisers, like Borden Co., and agencies, like Young & Rubicam and Dancer-Fitzgerald-Sample, as well as stations like WFIL-TV Philadelphia, have subscribed to the reports in recent weeks. There was no immediate inkling how many subscribers in all Nielsen has in line.

Local Audience Study

The NSI mechanical-electronic system covers computations of sets in homes and automobiles, with reports showing a four-week cumulative audience plus per program figures. It is a local audience study that combines diary reports and precision-recording equipment, with reports to be issued based on fall-winter measurements.

Technically speaking, the service combines Audimeter and Recordimeter-Controlled Audilog data. The latter is a new type of diary.

Mr. Rahmel said 200 pilot models of the device, which the Nielsen firm designed and constructed in its own labs, already have been field-tested since early this year, particularly during the past 26 weeks, in some NSI-designated homes. Nielsen has invested well over $250,000 in such electronic equipment, it was added. Additional devices will be ordered at a pace at which Nielsen field staffers can install them.

Referring to the Recordimeters, Mr. Rahmel said they assure "virtually fool-proof performance plus field data of high accuracy resulting from this latest Nielsen automatic aid to radio and tv audience research." He added that both the Audimeter and Recordimeter instruments "are essential in providing local radio and tv information of the accuracy and usefulness the industry associates with Nielsen standards."

Car Dealer Budgets

NEW CAR dealers spend an average of $36.39 per new car for local advertising, including radio and tv, according to the National Automobile Dealers Assn. Total expenditures of new car firms for local advertising were over $99 million for the first six months of 1954, according to NADA.

These advertising figures do not include sums spent for factory cooperative advertising or national tv shows. The NADA business management department found that the average dealer's advertising budget for the first half of 1954 was $2,481. This covers only sums spent for local advertising on radio-tv stations, hometown newspapers, handbills and signs.

'People Are Funny' First In Nielsen Radio Ratings

CBS Radio's *People Are Funny* ranks number one in the evening once-a-week division of the current Nielsen ratings. NBC's *News of the World* leads the evening multi-weekly group. The complete listings:

Rank	Program	Homes (000)
Evening,	Once-A-Week	
	(Average For All Programs)	(886)
1	People Are Funny (CBS)	1,773
2	Dragnet (NBC)	1,726
3	Best of Groucho (NBC)	1,679
4	Gunsmoke (CBS)	1,586
5	Nick Carter (MBS)	1,586
6	F.B.I. in Peace and War (CBS)	1,493
7	Two for the Money (CBS)	1,353
8	One Man's Family (R.C.A.) (NBC)	1,306
9	My Little Margie (CBS)	1,306
10	Official Detective (MBS)	1,306
Evening,	Multi-Weekly	
	(Average For All Programs)	(700)
1	News of the World (NBC)	1,166
2	One Man's Family (Toni) (NBC)	980
3	Silver Eagle (ABC)	980
Weekday		
	(Average For All Programs)	(1,493)
1	Romance of Helen Trent (M-W-F) (CBS)	2,286
2	Our Gal, Sunday (CBS)	2,192
3	Ma Perkins (CBS)	2,146
4	Road of Life (CBS)	2,146
5	This is Nora Drake (B. Myers) (CBS)	2,099
6	Young Dr. Malone (CBS)	2,052
7	Arthur Godfrey (Nabisco) (CBS)	2,052
8	Perry Mason (CBS)	2,006
9	Guiding Light (CBS)	2,006
10	Stella Dallas (NBC)	2,006
Day,	Sunday	
	(Average For All Programs)	(513)
1	Shadow, The (MBS)	1,399
2	Cecil Brown Commentary (MBS)	1,120
3	Lorne Greene (MBS)	1,026
Day,	Saturday	
	(Average For All Programs)	(933)
1	Stars Over Hollywood (CBS)	1,866
2	City Hospital (CBS)	1,773
3	Allan Jackson & The News (CBS)	1,726

Copyright 1954 by A. C. Nielsen Co.

Viewers Surveyed on Reaction To Summertime Repeats on Tv

APPROXIMATELY 30% of tv viewers favor the repeating of past programs provided they are "good" enough to bear repeating, and 50% disapprove of the practice, according to a survey by Advertest Research, New Brunswick, N. J.

The study, which conducted personal interviews with New York adult viewers in 751 tv homes during July, showed that 75% are aware they have seen summer repeat programs. Of these, 45% said the major reason for watching repeats was that they "enjoy seeing good programs more than once," and 30% said "usually nothing better is on."

The respondents who most strongly disapproved of repeats said it was a "cheap trick," and they "just don't like to watch a program over."

Some viewers indicated the greatest advantage to them of repeat programs was that it gave them the "opportunity to see programs missed the first time." The biggest disadvantage, according to this group, was that the programs are "boring, monotonous and tiring."

The expense of producing tv programs and

the limited summer audience were mentioned by respondents as the chief reasons they thought stations and advertisers put on repeat showings.

Six programs featuring repeat showings of the previous season's programs were analyzed by the study: *Dragnet, Groucho Marx, Four Star Playhouse, Our Miss Brooks, Burns and Allen* and *Private Secretary*. An average of two out of three viewers continued to watch the same series they had seen during the past season. Of the six, *Dragnet* was the most popular among the respondents who had watched during the summer, while *Burns and Allen* gained the largest number of new viewers.

2.3 Million Radio Sets Shipped in First Half

FACTORY shipments of broadcast receivers rose sharply from May to June, bringing total shipments for the first half of the year to 2,323,774 radios, according to Radio-Electronics-Tv Mfrs. Assn. The figures do not include auto sets, which for the most part do not move through retail outlets.

June radio set shipments totaled 548,235 sets compared to 406,382 sets in May, according to RETMA. Shipments in the first six months of 1953 totaled 3,214,024 sets.

Radio set shipments shipped to dealers during the first half of 1954 follow:

State	Total	State	Total
Alabama	24,803	Nevada	2,429
Arizona	12,131	New Hampshire	5,799
Arkansas	16,621	New Jersey	118,421
California	178,989	New Mexico	6,503
Colorado	14,994	New York	397,025
Connecticut	43,751	North Carolina	39,866
Delaware	5,013	North Dakota	7,675
Dist. of Columbia	23,013	Ohio	135,338
Florida	54,215	Oklahoma	19,951
Georgia	37,329	Oregon	14,960
Idaho	4,752	Pennsylvania	159,943
Illinois	166,783	Rhode Island	11,488
Indiana	43,431	South Carolina	16,520
Iowa	26,694	South Dakota	8,476
Kansas	19,291	Tennessee	35,447
Kentucky	27,935	Texas	99,644
Louisiana	30,609	Utah	7,323
Maine	10,827	Vermont	3,975
Maryland	38,427	Virginia	35,142
Massachusetts	83,227	Washington	33,214
Michigan	108,357	West Virginia	15,259
Minnesota	35,693	Wisconsin	47,632
Mississippi	16,513	Wyoming	2,987
Missouri	53,865		
Montana	6,984		
Nebraska	14,510	GRAND TOTAL	2,323,774

Timing of Tv Commercials Analyzed in Starch Newsletter

OPENING commercials on tv programs appearing after teasers do as well as commercials during the program proper, according to August *Starch Newsletter on Tv Commercials* which analyzes best way to use commercial time. In general, the only spot to avoid is after the viewer feels a program has ended, as the "commercial appearing after that drops 50% or more in viewing compared to others on program."

Newspaper Advertising Up

NATIONAL advertising in newspapers reached a record total in the first half of 1954, with lineage up 0.4% from the previous record set in 1950 and 3% ahead of the first six months of last year, according to the American Newspaper Publishers Assn.'s Bureau of Advertising. Heavier use of newspapers by national advertisers "in every major classification" was reported. Radio and tv stations' and networks' use of newspapers increased more than 1.5 million lines, or 25.1%.

FCC STILL HAS A LONG ROW TO HOE IN CLEARING UP TV HEARING CASES

Though 82 of nearly 150 such cases have been handled, only 20 final decisions were of the fight-to-the-finish variety. Practically all of the remaining cases involve competitive applications.

STUDY of television hearing statistics shows that FCC as of last week still is short of the half-way mark in its fight-to-the-finish hearing load even though final decisions have been issued in 82 out of a total of nearly 150 cases designated since lifting of the freeze in 1952.

Of these 82 final decisions, only 20 represent cases in which competitive applicants fought to the finish and were either granted or denied. In the other 62 cases, competitive applicants dropped out or merged before the hearing was concluded.

Of 44 cases in various stages before FCC hearing examiners and on their way to initial decisions, 41 are competitive fights and the other three involve sole applicants.

There are 21 cases now before the Commission for final decision and in which initial rulings are outstanding. Of these, 16 are competitive cases and the other five involve survival applicants whose competitors withdrew. These 21 initial decisions, plus the 82 earlier initial rulings now made final, comprise a total of 103 initial decisions since lifting of the tv freeze.

FCC has reversed the recommendations of its examiners in only three cases, two of which were competitive proceedings.

One was the Beaumont, Tex., ch. 6 case in which the examiner chose KTRM over KFDM and KRIC. FCC's final decision picked KFDM instead. The other was the Flint, Mich., ch. 12 case where the examiner preferred WFDF Flint over WJR Detroit and Butterfield Theatres Inc. FCC's final ruling picked WJR.

Reversal of an examiner in the non-competitive case involved the application of Orangebelt Telecasters Inc. for ch. 30 at San Bernardino, Calif. The examiner proposed to grant the bid for the low budget, home-built and operated outlet but the Commission in its final ruling denied the permit and found the applicant financially not qualified. Orangebelt has petitioned for reconsideration, asking in the alternative an experimental grant.

The 21 initial decisions now before the Commission for final ruling include the following cases (date of initial ruling in parentheses):

Biloxi, Miss., ch. 13 (7-7-54), examiner preferred WVMI over WLOX; **Binghamton, N. Y.**, ch. 40 (8-25-54), WINR preferred over WENE Endicott, N. Y.; **Chattanooga, Tenn.**, ch. 3 (7-9-54), WAPO preferred over WDOD; **Corpus Christi, Tex.**, ch. 6 (6-18-54), KRIS preferred over KWBU; **Detroit** ch. 50 (8-4-54), WJLB sole applicant.

Fort Wayne, Ind., ch. 69 (10-28-53), Anthony Wayne Broadcasting favored over WANE; **Fort Worth, Tex.**, ch. 11 (8-23-54), KFJZ is sole applicant after dismissal by Fort Worth Television Co.; **Grand Rapids, Mich.**, ch. 23 (8-2-54), Peninsular Broadcasting Co. sole applicant after dropout of WGRD; **Huntington, W. Va.**, ch. 13 (8-3-54), WHTN survival applicant after dismissals by WPLH there and WCMI Ashland, Ky.

Las Vegas, Nev., ch. 13 (8-3-54), proposed denial of Desert Television Co. (KRAM) on financial grounds; **Madison, Wis.**, ch. 3 (8-3-54), Badger Television Co. favored over WISC; **Mobile, Ala.**, ch. 5 (2-12-54), Mobile Television Corp. favored over WKRG-TV Inc.; **Petersburg, Va.**, ch. 8 (5-26-54), WSSV preferred over Petersburg Television Corp.

Portland, Ore., ch. 8 (6-22-54), North Pacific Television Inc. preferred over KEX, Portland Television Inc. and Cascade Television Co.; **Sacramento, Calif.**, ch. 3 (6-7-54), KCRA favored over KXOA; **Sacramento, Calif.**, ch. 10 (11-10-53), KFBK preferred over Sacramento Telecasters Inc.; **Savannah, Ga.**, ch. 3 (4-5-54), WSAV favored over WJIV.

Shreveport, La., ch. 3 (6-16-54), KTBS preferred over KWKH; **Shreveport, La.**, ch. 12 (6-18-54), Shreveport Television Co. favored over KRMD and Southland Television Co.; **Tampa-St. Petersburg, Fla.**, ch. 13 (12-2-53), WDAE favored over Orange Television Broadcasting Co. and Tampa Television Co.; **Wichita, Kan.**, ch. 3 (8-17-54), Wichita Television Corp. favored over KFH and KANS.

The Vicksburg Booster

CITING its large investment in uhf and competition from two local vhf stations, ch. 25 WJTV (TV) Jackson, Miss., asked FCC last week to give it authority to operate on a regular commercial basis the experimental booster outlet built by RCA at Vicksburg, Miss. Booster was reported to successfully fill in WJTV's shadowed service in Vicksburg [B•T, Aug. 2, April 26]. Booster amplifies WJTV's signal on the same channel as the mother station. WJTV said the booster would be purchased from RCA and operated all the time WJTV is on the air, controlled by a time clock. RCA's technical report accompanied the request.

Lamb Asks Delay On WICU (TV) Case

EDWARD LAMB petitioned FCC last week to defer the license renewal hearing on his WICU (TV) Erie, Pa., now set Sept. 15, and asked for a "more definite and detailed statement of the charges" in the case.

He contended the Broadcast Bureau's earlier "resume of basic allegations" is improper and insufficient [B•T, Aug. 9].

Renewal hearing for WICU was ordered on issues which include charges that Mr. Lamb falsely informed FCC he never had communist ties, which associations he continues to deny.

Earlier, Mr. Lamb protested to FCC Chairman Rosel H. Hyde and Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, that the resume of allegations was improper and not as urged by the Senate committee nor as directed by the Commission itself to the Broadcast Bureau [B•T, Aug. 16].

In essence, Mr. Lamb charges the resume fails to cite names of FCC witnesses or to identify organizations, times and places in which the allegations associate Mr. Lamb with Communists. The pleading contends failure to provide such a bill of particulars violates normal legal rights and procedures.

The petition contended that to require WICU and Mr. Lamb "to defend themselves against unspecified charges by disproving the testimony of witnesses whose identities will be disclosed to them for the first time when they are called to the stand at the hearing, is patently unfair and violative of every canon of equity and good conscience.

"The basic issue in the instant proceeding is one of credibility—the credibility of Edward Lamb vis-a-vis that of the Commission's wit-

This message is the seventh of a series

Why jet power for tankers and transports?

The trend to jets in military aviation since World War II has been so dominant that this era in aviation is often termed the jet age.

All bombers now in production are jets, and the Strategic Air Command is rapidly replacing propeller-driven bombers with jets. Its Second Air Force has already completed the transition to Boeing B-47 six-jet medium bombers. Meantime, the Air Force has ordered the larger eight-jet Boeing B-52 into expanded production.

In designing and producing the B-52 and more than 600 B-47s, Boeing has gained much experience with big, multi-jet airplanes, including 21,000 hours of wind-tunnel research, and more than 5,000 hours of flight-test time.

Boeing has now projected this experience to the next category of aircraft – military tanker-transports and commercial airliners. It firmly believes that jet-powered performance applied to these categories offers the same advances that jet-powered bombers have demonstrated.

Advantages of the jet engine

Jet engines are more simple than piston engines. They develop far greater power for a given weight. Because they are essentially simple, they are easier to maintain.

The jet engines' simplicity reduces the number of controls and instruments required. Boeing's new jet tanker-transport has 75 instruments on its cockpit panel; a comparable propeller-driven craft has 126. It has only 45 switches instead of 204, and 24 warning lights instead of 114.

Freedom from vibration is inherent in the jet engine. This offers a strong passenger appeal and a welcome "plus" to the crews of both commercial and military aircraft.

Jet tanker benefits

Slower piston-powered tankers precede the jet craft they are to refuel and rendezvous with them at a predetermined point. Jet tankers can accompany the jet bombers or fighters, matching their altitude and speed, and refuel them in flight. Such tankers will add range and offer increased mobility to our strategic air arm.

The new jet

The new Boeing jet, now undergoing flight tests in Seattle, was designed to meet the needs of a military tanker, of a troop-cargo transport, and of a commercial airliner. By building this prototype model, Boeing has gained manufacturing and tooling experience with jet tanker-transports. This, along with flight test data, will make it possible to turn out a better production model – and many months sooner than would be possible without prototype experience.

The new jet is a swept-wing airplane that cruises in the 550-m.p.h. range and operates at altitudes between 30,000 and 40,000 feet. It represents an investment of more than $15,000,000 of company funds.

Boeing made this investment without the assurance of an order, just as, years earlier, it had invested heavily in a revolutionary new 4-engine bomber design. This design became the B-17 Flying Fortress, which was ready when needed by the nation.

Boeing's investment in a revolutionary new jet thus has a precedent in the company's history. As Boeing's president, William M. Allen, summed it up: "We felt strongly that it was high time *some* American manufacturer took the plunge, got a jet transport off of paper and into the air. We felt our own national welfare demanded it, both from the military and the commercial standpoint."

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

nesses on certain points. It involves the characters and backgrounds of the witnesses themselves. And how can this Commission truthfully say that it has accorded applicant its rightful, fair and impartial hearing when, by withholding the identities of the accusers and the details of their accusations, it has denied applicant an opportunity to prepare its defense?"

Film Newsmen Protest McCarthy Hearing Ban

A LAST DITCH foray by a group of television film and newsreel newsmen—in an effort to break down a Senate special committee's resolve that no camera shall record its activities—has been repulsed.

(*Frank Stanton, CBS president, broadcast a 15-minute editorial urging the Senate committee admit radio and tv. See page 86.*)

The newsmen, all Washington managers of firms which supply news film to television or the motion pictures, last week called on Sen. Arthur V. Watkins (R-Utah), chairman of a six-man special Senate committee which will hold hearings on a resolution to censure Sen. Joseph R. McCarthy (R-Wis.).

The newsmen's group's efforts were similar to earlier ones made to lift the ban on microphones and cameras imposed by the senators [B•T, Aug. 23, 16]. Like earlier efforts, they failed. (Also see stories pages 86 and 88.)

The newsmen included Robert Denton, Paramount News; Charles E. Shutt, Telenews-Hearst Metrotone News Inc.; George Dorsey, Warner-Pathe News; James Lyons, Universal News, and Anthony Muto, United Press-Fox Movietone News.

Calling on Sen. Watkins at his office last Monday, the camera newsmen laid before him their reasons why they felt the Senate group should relent on its camera ban.

Although Sen. Watkins turned them down politely, he said the newsmen would be permitted to take motion pictures of principals in the hearing room (Senate Caucus Room, Senate Office Building) for about five minutes before hearings start tomorrow (Tuesday).

Like MacArthur Hearings

One newsman predicted the McCarthy censure hearings would resemble the hearings on testimony by Gen. Douglas MacArthur in the spring of 1951, when television cameras were excluded. Newsmen at that time trained their cameras on the door and when a participant appeared, shot their pictures and "got our information from him a la buttonhole."

The group last week assured the Utah senator they could operate without additional lights in the committee room. Their cameras are only mirrors; they don't create, they just show, Sen. Watkins was told.

One newsman spoke bitterly of an exchange during the discussion in Sen. Watkins' office. The senator had told the newsmen that representatives of their firms would be allowed to attend the hearings, but could not bring cameras.

Sen. Watkins then was told that cameras "are tools of our trade." Whereupon, the senator answered that if cameras should be admitted as "tools," then members of the press also should be allowed to bring their own tools, i.e., printing presses, into the hearing room.

PERJURY CHARGED IN PORTLAND CASE

Loser Columbia Empire Telecasters Inc., in petition asking for FCC review, alleges principals of winner Oregon Television Inc. testified falsely.

CONTENDING it will produce evidence to show in rehearing that Oregon Television Inc. principals falsely testified in the Portland, Ore., ch. 12 case about the "resignation and disappearance" of their key witness, Walter J. Stiles Jr., Columbia Empire Telecasters Inc. petitioned FCC late Thursday to stay its final grant to Oregon and reopen the proceeding [B•T, Aug. 2].

Columbia Empire, partly owned by the *Oregon Journal*-KPOJ interests, charged it has "new and material evidence" concerning the Stiles incident and bearing on the qualifications of Oregon Television, headed by industrialist Henry A. White and Julius L. Meier Jr., whose family interest is the Meier & Frank Dept. Store. Columbia Empire said Mr. Stiles wishes to clear the record and is willing to testify.

Columbia Empire also includes as part owner Wesley I. Dumm, operator of KSFO San Francisco and former chief owner of KPIX (TV) there, purchased by Westinghouse Electric Corp. for $6 million [B•T, July 5].

Bearing affidavits of West Coast attorney Joseph Brenner and others relative to investigation of the Stiles incident as well as the substance of purported talks with Mr. Stiles, the Columbia Empire petition said that if FCC sets the case for further hearing it will adduce evidence to show that "principals of Oregon gave false and perjured testimony concerning Stiles, the circumstances surrounding his alleged resignation, his whereabouts during the hearing, the role he would play in the proposed station."

Other allegations which Columbia Empire told FCC it would seek to prove in further hearing included these charges:

(a) Despite the testimony of Messrs. Meier and White to the contrary, Stiles did not voluntarily resign from Oregon "for personal reasons." On the contrary, Stiles' resignation and disappearance were connived in by Oregon's principals in a deliberate, planned attempt to keep him off the stand, following a disagreement with him over the policies, tactics and procedures of Oregon. Specifically, it will be shown that the purported resignation was arrived at by mutual consent, following Stiles' refusal to undertake various actions on behalf of Oregon which he felt to be improper and unwarranted.

(b) The reasons attributed by Julius Meier for the resignation of Stiles, i.e., that Meier was forced to accept the resignation of Stiles upon learning of the circumstances of his leaving KPHO Phoenix, Ariz., which facts Meier had ascertained immediately prior to his testimony, were not true or correct. In fact, Meier and others connected with Oregon knew for a long time prior to October 22, 1952 (the date of Meier's testimony) the true facts surrounding Stiles' leaving KPHO and this had nothing to do with Stiles' resignation from Oregon.

(c) It is not true and correct, as represented in the record, that Stiles left Washington immediately before Meier's testimony concerning his resignation, and that his whereabouts were unknown to Meier. Actually, Stiles remained in Washington throughout the hearing, except for a relatively short period of time, less than a full day in length, and that this was known to Meier. In fact, on Oct. 24, 1952, two days after the testimony of Meier concerning the resignation. Stiles executed a document in the nature of a general release to Oregon before a Notary Public in Washington, D. C., in the presence of, and in cooperation with the principals of Oregon.

(d) Contrary to the testimony given on the record, Stiles' connection with Oregon was not severed. Instead there was a definite understanding that if Oregon was successful herein, Stiles would rejoin the staff of the proposed station.

The petition continued, "obviously if the foregoing facts are established, there would be no question but that the actions of Oregon stemmed from circumstances other than 'honest mistakes of judgment'," as cited in FCC's final decision. "On the contrary, these facts would so adversely reflect upon the character qualifications of the principals of Oregon as to totally disqualify them to be broadcast licensees. For these reasons, as well as to protect the integrity of the Commission's hearing procedure, the Commission's decision should be vacated and the case set for further hearing on issues designed to develop the true facts surrounding the 'Stiles incident'."

Because the ch. 12 case had been in hearing since October 1952 [B•T, Nov. 3, Oct. 27, 1952], Columbia Empire urged the Commission to act promptly "while the whereabouts of Mr. Stiles is known and while he is ready and willing to testify concerning the facts which are exclusively within his knowledge."

Third contestant in the ch. 12 case was Northwest Television and Broadcasting Co., also denied by the Commission. Northwest is headed by John D. Keating, 25% owner of KONA (TV) Honolulu and 50% owner of KYA San Francisco.

Claims FCC Whitewash

The Columbia Empire petition charged FCC's final ruling in the ch. 12 case also whitewashed Oregon Television with respect to conflicting testimony about its transmitter site, alleged perjury of one of its employes as to his bankruptcy and contacts by Messrs. Meier and White with the president of a local bank concerning its policy as to bank officials who invest in competitive ventures. One bank officer, Russell M. Colwell, is stockholder in Columbia Empire.

The petition requested FCC to reconsider the financial qualifications of Oregon Television. It charged that the final decision improperly assumed a bank loan still would be available to Oregon Television after the death of Huntington Malarkey, a principal whose net worth was described as nearly half the combined net worth of the other directors. The petition argued financial qualification is a statutory requirement and the finding should not be made on inference alone.

St. Louis Amusement Co. Asks FCC Reverse Examiner

ST. LOUIS Amusement Co., the tv applicant which walked out on the St. Louis ch. 11 fight a fortnight ago when the hearing examiner refused to defer the case pending court litigation over CBS' status in the case [B•T, Aug. 23], petitioned FCC last week to overrule the examiner and stay the proceeding until an appeal is heard by the U. S. Supreme Court.

If CBS (KMOX) is allowed to continue in the case, no one else has a chance to win, the firm said. Gist of its argument is that CBS should not be allowed to compete since it already has interest in five tv stations. The applicant contends FCC unproperly waived its multiple ownership rules to permit CBS to remain, on condition it would give up one of its other interests if it won out.

St. Louis Amusement appealed to the U. S. Court of Appeals for D. C. on this issue, but the court, at FCC's behest, threw the complaint out on the ground it could not consider the issue until after the proceeding before FCC.

In its request to FCC last week for a stay of the ch. 11 hearing, St. Louis Amusement acknowledged that the management and operation experience of CBS, as well as program potential, is far greater than any of the other applicants in the case, hence the proceeding is a waste of time and money since CBS "will and should" be the winner.

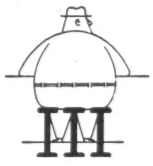
Other ch. 11 applicants: St. Louis Telecast Inc., 220 Television Inc. and Broadcast House. Latter is permittee of suspended ch. 36 KSTM-TV.

Bonus from Mt. Washington TV

$1,000 Pair of Irish Wolfhounds

Use America's only "3-state one station TV network" and save . . . in just 4 weeks of a ½ hour weekly program . . . the cost of a pair of Irish Wolfhounds worth $1,000.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the cost of a combination of the 3 TV stations giving next best coverage.



COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. 229,884 TV sets. RETMA—July 2.

CARRIES MORE WEIGHT

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with coverage that can't be equalled in northern New England's 3 states.

CBS-ABC

Channel 8

WMTW

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

WTOV-TV PROTESTS RULE-MAKING DELAY

WTOV-TV Norfolk, Va., last week complained to FCC about the Commission's treatment of its petition to allocate ch. 13 to nearby Princess Anne, Va. The protest also requested a stay of the contest for ch. 10 at Norfolk.

WTOV-TV, operating on ch. 27, petitioned FCC last March to allocate a new vhf channel in the Norfolk market by assigning ch. 13 to Princess Anne, a county seat southeast of Norfolk [B•T, April 5].

The WTOV-TV complaint noted that other petitions subsequently filed with the FCC were acted upon and held that the failure of the Commission to consider its rule-making petition to assign the ch. 13 facility violates the Administrative Procedure Act and FCC's own rules.

The complaint requested that until the Commisson acts upon its ch. 13 petition, FCC should delay action in the ch. 10 contest "until the Commission reappraises its policy with respect to the problems confronting uhf stations in so-called 'mixed markets' and consistent with the apparent policy of the Commission not to change the status quo in the Norfolk-Portsmouth-Newport News market."

The WTOV-TV complaint said FCC had adopted a policy to maintain the status quo in deference to the Senate Commerce Committee investigation of the uhf situation. In support of the contention WTOV-TV submitted a letter from the Commission which read in part:

The Commission has temporarily deferred action on the petition of Commonwealth Broadcasting Corp. [WTOV-TV] and all other petitions requesting rule making for the allocation of additional vhf channels in deference to the Senate committee currently investigating the over-all uhf situation. As you know, one of the uhf problems under investigation by the committee is the impact of vhf stations on uhf stations. Until the Senate committee has reported on its investigation of the problems confronting uhf broadcasters, the Commission is of the opinion that the public interest will best be served and the Senate committee's investigation furthered by maintaining the status quo with respect to the assignment of vhf channels. Action on the petitions filed in the rule-making proceedings to which you refer in your letter was not withheld because the allocations requested concerned only uhf channels.

The Norfolk area now has two vhf channels assigned. WTAR-TV is operating on ch. 4. Ch. 10 is in contest between WAVY Portsmouth and Beachview Broadcasting Co. and awaits initial decision by FCC Examiner Charles J. Frederick. Other uhf stations there besides ch. 27 WTOV-TV are ch. 33 WACH-TV and ch. 15 WVEC-TV.

Beacom Asks Regulation Of Community Tv Systems

REGULATION of community antenna television systems in the same manner as tv stations is sought in a petition filed with FCC last week by J. Patrick Beacom's ch. 35 WJPB-TV Fairmont, W. Va., where Mr. Beacom also owns WVVW. He fears economic injury to tv stations will ensue unless FCC controls the community distribution systems.

The petition indicated concern "with the ever increasing spread of community television distribution systems across the nation, many in direct competition to television stations authorized by the Commission," and which systems were described as "now operating without regulation, control or restraint of the federal or state governments."

The petition contended "many community television distribution systems are in effect acting as communications common carriers, for the purpose of providing off-the-air pickups and relay of television broadcast signals from distant television stations to subscribers for profit.

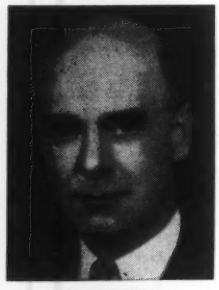
"In some areas the community television distribution systems are now inserting commercial advertisements in network programs, picked up off the air with or without the consent of the stations. In other areas community television distribution systems are preparing to telecast live, local advertiser sponsored programs over their closed circuits, which will constitute a serious economic threat to allocated and established television stations in the areas served by these community television distributing systems."

Meanwhile, E. Stratford Smith, executive secretary and counsel for National Community Television Assn., which claims to represent the major and some 150 of the estimated 300 total firms in the community tv field, sharply contested the charge that community tv systems are inserting commercial messages in local distribution of network programs. Mr. Smith said the association has investigated every rumor of any such practice, among both members and nonmembers, and has not found the rumors true.

Mr. Smith said in three cases community systems put on local live programs such as talks or forums but do not interrupt broadcast programs for local commercials. He explained, however, that one operator is negotiating with the station which it picks up, looking toward using local commercials from firms handling products advertised on the tv station.

Porter Plans to Resign Telecommunications Post

WILLIAM A. PORTER, assistant director of the Office of Defense Mobilization in charge of telecommunications, last week said he will resign that office this fall to return to private law practice.



MR. PORTER

Mr. Porter will take up practice again with the Washington law firm of which he is a member, Bingham, Collins, Porter & Kistler. He was appointed to the telecommunications post by the President a year ago [B•T, Sept. 14, Aug. 24, 1953] at which time he agreed to serve a year.

The Washington radio-tv attorney said he had been asked to stay on in the ODM position and that he probably will continue in a consulting capacity. He said he did not know who will be named to succeed him.

In the ODM post, Mr. Porter was charged with setting policy on the allocation of radio spectrum to government use.

KSD Opposes New Daytimer

KSD St. Louis, 5 kw on 550 kc, directional night, petitioned FCC last week to reconsider the grant of a new 1 kw daytime station there on 1600 kc, awarded St. Louis Broadcasting Co. in mid-July [B•T, July 26]. KSD charged that the new daytime station is only three-quarters of a mile from the KSD four-element directional array and the close proximity of the new tower will distort KSD's directional pattern substantially. St. Louis Broadcasting is owned by Sam Johns, restaurant owner in Blytheville, Ark.

KFJZ, WINR Win Bids For Initial Decisions

INITIAL DECISIONS proposing the grant of new tv stations on ch. 11 to KFJZ Fort Worth, Tex., and ch. 40 to WINR Binghamton, N. Y., were issued by FCC examiners last week.

• The initial decision by FCC Examiner Annie Neal Huntting to grant ch. 11 to KFJZ was made possible by the withdrawal a fortnight ago of the competing application of Fort Worth Television Co. [B•T, Aug. 16]. KFJZ has agreed to reimburse Fort Worth Television $41,145 for all expenses incurred in processing its bid.

• In the Binghamton case, FCC Examiner William G. Butts proposed to issue ch. 40 there to WINR and to deny the competing bid of WENE Endicott, N. Y. The ch. 40 facility is available for use at Endicott as well as at Binghamton.

The examiner concluded that neither applicant should be preferred on the basis of integration of ownership and management, business background and experience, civic activities, past radio performance or proposed studios and staffs.

The decision concluded that preference should be given to WINR on the ground of greater diversification of control of mass media of communication.

The examiner noted that WENE principal officers, directors and stockholders have interests in corporations owning or operating three radio stations and four newspapers. Those interests are WENE; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.; *Endicott Daily Bulletin; Plattsburg* (N.Y.) *Press-Republican; Oneonta Star,* and *Stroudsburg Daily Record.*

Three-Mile Visibility Cited by Tower Study

STUDY of new ways of marking and lighting broadcast towers has been recommended by a special committee of the Airdromes, Air Routes & Grounds Aids (AGA) Subcommittee of the Air Coordinating Committee. The *ad hoc* group has just completed a study of the adequacy of present standards and has recommended changes [B•T, Aug. 23], adopting its report last Tuesday.

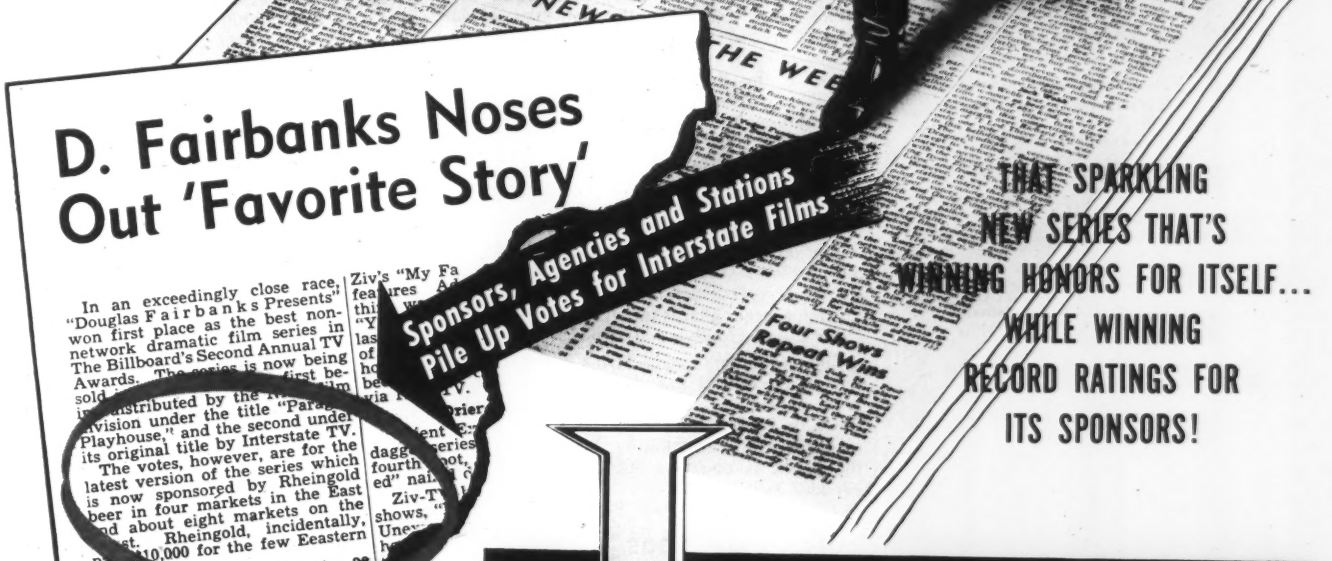
In its first phase of the long-range inquiry, the group agreed "that marking and lighting would be adequate if the structure served by such aids was visually discernible at a distance of three miles when the visibility between the observer and the structure is three miles as determined in accordance with the directive given to the *ad hoc* group and are concurred in by the members of this group."

The *ad hoc* group recommended that present standards remain until new marking-lighting techniques are available. It favored adoption of present FCC requirements for hazard beacons on towers.

WTRI (TV) Stay Denied

REQUEST of ch. 41 WROW-TV Albany, N. Y., for temporary stay of the effectiveness of FCC's grant to ch. 35 WTRI (TV) Schenectady to change its principal community to Albany was turned down by Acting Chairman Robert E. Lee last week. Stay was asked pending action on WROW-TV's petition for reconsideration of the authorization to WTRI, which also allows the ch. 35 outlet to maintain its main studio outside of Albany. WROW-TV claims economic injury.

INTERSTATE TV's "DOUGLAS FAIRBANKS PRESENTS" WINS BILLBOARD AWARD AS BEST SYNDICATED DRAMA SERIES!


D. Fairbanks Noses Out 'Favorite Story'
In an exceedingly close race, "Douglas Fairbanks Presents" won first place as the best non-network dramatic film series in The Billboard's Second Annual TV Awards.
The votes, however, are for the latest version of the series which is now sponsored by Rheingold beer in four markets in the East and about eight markets on the West. Rheingold, incidentally, paid $10,000 for the few Eastern
Sponsors, Agencies and Stations Pile Up Votes for Interstate Films
Four Shows Repeat Wins

THAT SPARKLING NEW SERIES THAT'S WINNING HONORS FOR ITSELF... WHILE WINNING RECORD RATINGS FOR ITS SPONSORS!

...AND INTERSTATE WINS TWO OTHER BILLBOARD AWARDS...

"The AMAZING TALES OF HANS CHRISTIAN ANDERSEN"
(2nd Place Among Syndicated Shows for Children)

"THE ETHEL BARRYMORE THEATRE"
(6th Place Among Syndicated Dramatic Series)

Interstate TELEVISION CORP.

NEW YORK: 1560 Broadway PLaza 7-3070 • CHICAGO: 1250 S. Wabash WAbash 2-7937 • HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181
CLEVELAND: 1268 Winston Rd., S. Euclid, O. EVergreen 1-0531 • ATLANTA: Room 401 Georgia Savings Bank Bldg. - LAmar 2036 • DETROIT: 2310 Cass Ave. WOodward 1-2992
DALLAS: 304 S. Harwood St. PRospect 1658 • DES MOINES: 1115 High St. Phone 3-4117 • IN CANADA: Sterling Films, Ltd. King Edward Hotel • Toronto Canada

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
with Effective Buying Income of

$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6089 feet above sea level
(FCC Maximum at this elevation above terrain)

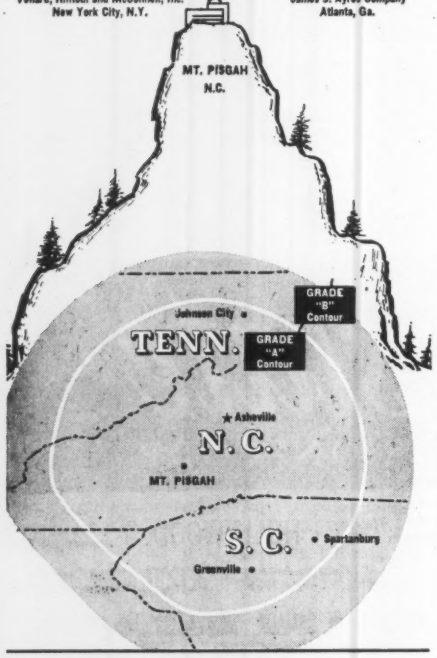
*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

WLOS TV
CHANNEL 13 ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.



Republican Sessions Plan Election Campaign Moves

A SERIES of strategy sessions on election campaign activities will be held by the Republican National Committee in Cincinnati's Netherland Plaza Hotel beginning today (Monday) and lasting through Wednesday, committee headquarters announced in Washington last week.

Five subcommittees will conduct "workshop" executive sessions to determine overall recommendations for the fall election campaign. The GOP National Committee's campaign budget, as announced last spring, is $3.9 million, of which radio and television will be the chief expense item, a spokesman said. BBDO is agency for the national committee.

Radio-tv aspects of the campaign will be planned by two of the subcommittees this week. They are the public relations unit, headed by Meade Alcorn, national committeeman from Connecticut, with the national committee's public relations director, James Bassett, as staff advisor; and the subcommittee on use and distribution of campaign materials, headed by John Feikens, Republican state chairman in Michigan, with James Austin, assistant public relations director of the national committee, as staff advisor.

Cherne Favors Televising Congressional Hearings

AN ARTICLE in the Aug. 22 *New York Times Magazine* generally favors televising of Congressional hearings, but frowns on televising of witnesses not inured to the hardships of the political arena.

The article, by Leo Cherne, executive director of the Research Institute of America, said that because of the Army-McCarthy hearings millions of Americans now have more insight into "the structure of our constitution and the reasons for it. The televising of other and more normal functions of Congress would serve still further to enlarge understanding of our government."

But on televising of witnesses, Mr. Cherne adds: "With the advent of television, the rights of private citizens propelled into the limelight need guards not now found in our judicial or legislative codes."

On the other hand, Mr. Cherne believed the public official has no right to evade the tv camera: ". . . His right of privacy, obviously, has been limited by his own decision, to begin with. In addition, his relationship to the public is one that automatically concedes broader inspection."

Fate of Overseas Study Uncertain Following Cut

PROSPECT was uncertain last week as to what will happen to Congress' plan to study the U. S. information program overseas with the goal of developing international telecommunications to abet U. S. foreign policy.

Funds to implement the plan were cut from under it the last week of Congress when Senate-House conferees failed to agree on an amendment to the supplemental appropriations bill which would have made available half the $250,000 planned for the study and extended its date of duration for one year, to Dec. 31, 1955.

The Senate Foreign Relations Committee said last week it now is up to the White House to make funds available for the study, which was provided for in Public Law 558 (formerly S J Res 96), signed by the President July 30 [At Deadline, Aug. 2]. It calls for a nine-man commission to study the U. S. information program overseas, including the Voice of America.

At the White House last week, no word was available on any possible intention by the President to finance the plan from other funds.

The bill as originally sponsored by the Senate Foreign Relations Committee would have had the nine-man group study the whole overseas telecommunications situation, including NARCOM (North Atlantic Relay Communications System), a plan for relaying tv across the Atlantic. But the Senate Commerce Committee, jealous of what it considered an invasion of its own jurisdiction in the radio-tv field by the foreign relations group, got busy, and ranking Democratic Sen. Ed C. Johnson (Colo.) put in an amendment when it passed the Senate last year, restricting its application to the VOA and the U. S. overseas information program.

The House did not pass the bill until last month [B•T, July 26], thus giving but little time for completion of the study, which still is written in the new public law as effective only through Dec. 31, 1954.

Senate Commerce Committee Chairman John W. Bricker (R-Ohio) reiterated last month that his group is the only one in the Senate entitled to look into the radio-tv question [B•T, Aug. 9].

The Ohio Republican made the statement on the Senate floor because of a House Foreign Affairs Committee report, apparently written last year before the Johnson amendment, which accompanied House approval of the bill. The House report had cited NARCOM, which the nine-man commission is not auhorized to study under PL 558.

FCC to Allocate Ch. 79 to Toledo

ALLOCATION of uhf ch. 79 to Toledo, Ohio, effective Sept. 20, has been announced by the FCC.

Proposed rule making to establish a commercial uhf station at Toledo was instituted by the FCC at the desire of Woodward Broadcasting Co., permittee of ch. 62 WCIO-TV Detroit. Woodward proposes to construct a new tv station on ch. 79. Woodward originally had wanted Toledo's educational reservation changed from ch. 30 to 79, but later modified its request to specify solely the allocation of ch. 79.

Toledo had been assigned only two vhf channels, 11 and 13, and one uhf assignment, ch. 30. WSPD-TV is operating on ch. 13 while ch. 7 is sought by seven applicants [B•T, July 12, 5].

Woodward, headed by Detroit department and drug store owner-operator, Max Osnos, bought the Detroit ch. 62 facility from the UAW-CIO Broadcasting Corp. of Michigan for $100 [B•T, June 21].

WGMS Clear for Ch. 20

BID of WGMS Washington for a new tv station there on ch. 20 was retained in hearing status last fortnight by FCC Motions Comr. E. M. Webster who concurrently approved dismissal of a competitive application by WEAM Arlington, Va. WEAM withdrew because of the unfavorable outlook for uhf in a major vhf market [B•T, Aug. 16]. The WGMS bid now is in position for an initial decision by the hearing examiner.

McCaw Reports Stock Sold, Asks 'Show Cause' Dismissal

BROADCASTER J. Elroy McCaw asked FCC last fortnight to dismiss its show cause order to require him to reduce his radio holdings to the newly established maximum of seven since his interests now comply [B•T, Nov. 30, 1953, *et seq.*].

Reviewing disposition of his stock in recent months in KPOA Honolulu, KILA Hilo, Hawaii, and KLZ-AM-TV Denver, Mr. McCaw told the Commission he now has interests in KELA Centralia, KYAK Yakima, and KALE Richmond, all Wash.; KYA San Francisco; KORC Mineral Wells, Tex., and WINS New York. He reported his wife holds a minority interest in KAPA Raymond, Wash.

KMAC, KOMO Petitions Filed in Ch. 12 Contest

CONTEST between KMAC and KONO San Antonio for a new tv station there on ch. 12 became a battle of petitions before FCC last week as counter-pleadings were filed over enlargement of the issues relative to character qualifications of certain KONO principals.

KMAC asked the Commission to enlarge the issues to permit the examiner to probe alleged contradictions in the testimony of KONO witnesses concerning a credit investigation of KMAC financial backers. The investigation reportedly led to arrest of the private detective making the credit check. He was charged with impersonating an FCC official [B•T, July 3].

KONO's reply petition noted KMAC acknowledged the examiner has authority under the present issues to inquire into the alleged discrepancies of testimony, hence there is no need for enlargement. Reaffirming earlier statements that KONO did not know of the detective's alleged method of investigation, the KONO petition said KMAC agreed with the examiner that a credit check is not improper in a competitive tv case.

The ch. 12 hearing resumes Sept. 9 before examiner James D. Cunningham.

Commission Denies WJZM Protest Against WDXN

FCC has dismissed the Sections 309 (c) and 405 protest of WJZM Clarksville, Tenn., against the Commission's granting WDXN there a modification of permit to specify a particular transmitter site.

The original WDXN bid for new daytime station on 540 kc with 250 w power was filed on a site-to-be-determined basis, but in accordance with FCC requirements specifying an assumed site. In approving a specific transmitter location for WDXN no material change from the service area originally estimated resulted, the Commission order noted.

The WJZM protest was based on the assertion that it is "a party in interest" and will suffer economic injury because of lost advertising revenue "by the entry of WDXN into the Clarksville market" and by virtue of the multiple broadcast interests of Aaron R. Robinson, controlling stockholder of WDXN.

In addition to WDXN, Mr. Robinson owns a controlling interest in WDXI Jackson, WDXL Lexington, WENK Union City, WDXE Lawrenceburg and WTPR Paris, all in Tennessee.

The FCC denied the WJZM protest because it failed to show any injury from the Commission action in granting the transmitter site, the FCC noted. WJZM did not protest the original grant and the time within which it was subject to protest has expired, the Commission said.

Celler Criticizes Rebuke To Radio-Tv on Alcoholic Ads

THE House Commerce Committee's report in lieu of action on the Bryson bill on liquor advertising aimed directly at radio and television, has come in for sharply-worded criticism by Rep. Emanuel Celler (D-N. Y.).

The New York Congressman, who said the committee "ducked and dived around the issue," called the report discriminatory against radio and tv. The bill (HR 1227) would have prohibited advertising of liquor on radio, television and in newspapers and other media.

Waxing sarcastic, Rep. Celler said:

Now if I were a member of the radio and television industry, I would find myself questioning why was such request thrown at our industry and not at newspapers and magazines? The House report had singled out broadcasters for what it said was lack of cooperation in cutting down beer and wine commercials and requested that the industry report back by Jan. 1 what it is doing to 'cope with the problem' [B•T, Aug. 23].

Rep. Celler concluded:

. . . Here we have an attempt to intimidate the wine and beer industry, threaten the radio and television industry, and belittle the intelligence of temperate men and women by suggesting that the viewing of radio and television advertising of beer and wines is the first major step toward skid row.

Magnuson Hits FCC Loyalty Oath Plan

FCC's proposal to screen operator license holders for security purposes has drawn criticism from Sen. Warren G. Magnuson (D-Wash.).

The Washington State Democrat, who on behalf of himself and nine other Democrats and an Independent in the Senate has introduced a joint resolution asking for a commission on security in government and industry, made the criticism in a statement accompanying the measure's introduction.

Sen. Magnuson said the FCC's proposal to modify its rules to tighten communication security [B•T, July 26, June 21, 14] would in some cases not only duplicate security programs already in effect, but proposes to screen "what amounts to less than 10% of the people in yet unscreened fields."

"While doing this, the FCC also proposes to extend the security program to persons and activities that in no way, shape or form can be considered sensitive activities, and to persons not even in defense industry or communications," Sen. Magnuson said.

The Magnuson resolution (S J Res 182) asks for a 12-man commission appointed by the President from outstanding leaders, plus six non-voting advisory members, three selected from each House of Congress. It would study prevailing practices in U. S. government and industry on security, efficient functioning and labor-management relations, and report recommendations by next Jan. 15. It was referred to the Senate Judiciary Committee.

THE SOUTH'S

Fastest Growing Market!

the FIGURES

POPULATION

1940	88,415
1953	197,000

RETAIL SALES

1940	$ 20,251,000
1953	$184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH • WORLD'S MOST COMPLETE OIL CENTER • AMERICA'S MOST BEAUTIFUL STATE CAPITOL • HOME OF LOUISIANA STATE UNIVERSITY • FARTHEST INLAND DEEP WATER PORT

Baton Rougeans are among the highest paid workers in the country—with the highest per capita income in Louisiana. To reach this rich petrochemical market, put your message on WAFB-TV. We have, since April 1953, given Baton Rouge entertainment from all 4 networks, as well as our own first-rate local shows. To have your sales message delivered to your potential customers in this area, contact:

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV

CHANNEL 28
BATON ROUGE, LA.

LEON LEVY AND ASSOCIATES CONSIDER BUYING CBS' 45% IN WTOP-AM-FM-TV

Dr. Levy would resign from the CBS board of directors and relinquish stock, if the transaction materializes. Washington sale along with possible transfers at Minneapolis and Pittsburgh would allow CBS to acquire 100% in two more tv stations.

DR. LEON LEVY, former president and co-owner of WCAU Philadelphia, is contemplating making an offer for purchase of the 45% interest in the properties held by CBS in Washington—WTOP - AM - FM - TV. Dr Levy was in Washington last Thursday and inspected the properties with President-General Manager John S. Hayes. The Washington Post Co., which owns 55%, has first refusal.

DR. LEVY

Dr. Levy, who has substantial stockholdings in CBS, reportedly is considering the Washington investment in conjunction with three associates, two of whom are in New York and one in Philadelphia. His brother, Isaac D. Levy, who was co-owner with him of WCAU and likewise has been identified with ownership of CBS virtually from its acquisition in 1928 by the Paley interests, reportedly is not associated with the group considering the WTOP minority purchase.

Philip Graham, president and publisher of the Washington newspaper controlling WTOP Inc., has stated his company plans to buy the CBS minority if terms can be agreed upon.

Dr. Levy, who would be the primary investor, has not placed an evaluation on the WTOP properties.

The present market for properties having vhf tv is at an all-time peak. CBS paid $6 million for its Chicago outlet and Westinghouse $8.5 million for WPTZ (TV) Philadelphia and in excess of $7 million (taking into account appreciated value of Westinghouse stock) for KPIX (TV) San Francisco. WTOP has a new $2 million office building and plant.

Dr. Levy is a member of the CBS board of directors and, it is indicated, would resign from the board and divest himself of his substantial personal holdings if his group acquires the CBS minority interest. Mrs. Leon Levy is the sister of William S. Paley, CBS board chairman and principal stockholder.

Under the terms of the CBS contract with the Washington Post Co., the newspaper can acquire the CBS interest at the best outside *bona fide* offer made. WTOP-TV was formerly WOIC and was purchased in 1950 for $1.4 million from General Teleradio, then a subsidiary of R. H. Macy & Co., New York.

That CBS had received outside offers for the WTOP properties and for its 47% minority holdings in WCCO-AM-TV Minneapolis was disclosed in B•T [Aug. 23]. A week earlier the report also had been published in B•T that the network would dispose of its minority interest in those two stations and possibly in KQV Pittsburgh, in which it holds 45%. Disposition of the Washington and Minneapolis properties would pave the way for CBS acquisition, either through original grant or purchase, of 100% ownership in two additional tv stations. It currently is in hearing before the FCC for ch. 11 in St. Louis and also has an application pending for ch. 5 in Boston.

Similar Contracts

Control of WCCO is held by Mid-Continent Radio-Television Inc., which owns 53% of the stock. Mid-Continent, in turn, is owned 50-50 by Northwest Publications Inc., Ridder controlled corporation, and Minnesota Tribune Co., of which William J. McNally is president. The CBS contract with Mid-Continent is similar to that with the Washington Post Co. in that Mid-Continent has first refusal. CBS has disclosed that a corporate group has evinced an interest in the Minneapolis properties.

WCCO-AM-TV, like WTOP, is regarded as among the most successful and efficiently operated companies in the broadcasting business. CBS is understood to place an even higher evaluation on the Minneapolis properties than on WTOP Inc.—in the area of $10 million. CBS formerly owned 100% of WCCO but entered a merger arrangement with the Ridder-McNally group which was approved by the FCC in August 1952. No money was involved, with CBS relinquishing its control of WCCO, 50 kw clear channel station, for the 47% interest in the combined radio-tv facilities.

KQV falls in a different category as to CBS' disposition of its minority holdings. CBS last year acquired its 45% for $235,000 and has a contractual arrangement whereby this interest can be returned to the principal stockholders in KQV Inc., at a predetermined figure.

In all three instances, however, CBS does not vote its minority holdings, but permits the majority stockholders to vote 100% of the stock under voting trust agreements.

LOUIS D. SNADER

FIRST GAVE YOU
LIBERACE ON TV FILM

PRESENTS

KORLA

PANDIT

AVAILABLE IN BOTH ¼ & ½ HOUR
FILM MUSICAL SHOWS

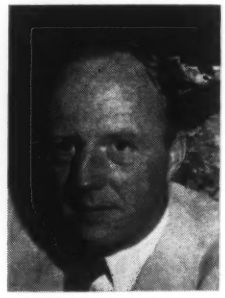
SNADER PRODUCTIONS
9130 SUNSET — HOLLYWOOD 46

Lots of Sales

TELEVISION can be a successful real estate salesman, as WCPO-TV Cincinnati verified when it helped the Ohio Valley Realty Corp. hang up a "sold out" sign on 273 housing lots after a six-week spot advertising promotion and set a 10-year sales record for the company. A similar campaign last year, employing newspapers and direct mail and a heavier advertising budget, required 16 weeks for a "sell out" of a similar housing site tract in the same area. WCPO-TV was given credit for 9 out of 10 land sales by A. B. Carter, general manager of the home site project. The campaign consisted of 20 spots, both humorous and informative, each week.

Martin Named Gen. Mgr. For WMVT (TV), WCAX

STUART T. MARTIN, electronics consulting engineer and formerly with RCA and Sylvania Electric Products Co., has been named vice president and general manager of WMVT (TV) Montpelier and WCAX Burlington, Vt., C. P. Hasbrook, president of both stations, announced last week.



MR. MARTIN

Mr. Martin has worked on the Montpelier ch. 3 project for the past two years, supervising construction of its tower on Mount Mansfield and of studios in Burlington. Earlier, he had charge of the engineering and installation of WCAX's 5 kw transmitter and antenna system (620 kc).

Option Cardinal Road Games

ANHEUSER-BUSCH Inc., brewers of Budweiser and Michelob beer, have taken an option with WTVI (TV) St. Louis (Belleville, Ill.) for telecasts of the 1955 St. Louis Cardinal road games, it was announced last week by John D. Scheurer Jr., WTVI executive vice president and general manager.

Ch. 54 WTVI is telecasting the entire 77-game 1954 Cardinal road schedule and, Mr. Scheurer said, these telecasts have been supported by St. Louis' 25-county area in unprecedented numbers.

Hoag-Blair Final Preparations

HOAG-BLAIR Co., new firm which is slated to commence Wednesday (Sept. 1) as national representative of tv stations outside major markets [B•T, Aug. 16], has taken office space in Chrysler Bldg., 405 Lexington Ave., New York. President Robert Hoag also announced he will be available in Chicago this week for talks with station operators attending the NBC-TV and CBS Radio affiliates meetings.

WJNO-TV DEBUTS; FOLSOM OFFICIATES

WEST PALM BEACH, Fla., had its own Hollywood-type premiere Aug. 22 when ch. 5 WJNO-TV there was inaugurated with full 100 kw power by Frank M. Folsom, RCA president, in the presence of top advertising agency executives and with the participation of featured tv and recording artists.

Primary coverage from Vero Beach to the Miami area was reported by the NBC outlet, which represents an approximate $450,000 investment. On hand were Al Paul Lefton, president of the Philadelphia and New York agency;

FRANK FOLSOM (r), president of RCA, congratulates William Cook, executive vice president of WJNO-TV and his son-in-law, at inauguration ceremonies.

Frank Silvernail, radio-tv chief of BBDO; Tom Fry, vice president, Philip Kenney, chief timebuyer and Larry Donino, timebuyer for the RCA account, all of Kenyon & Eckhardt; Sydney Eiges, NBC vice president in charge of press; Thomas E. Knode, NBC director of station relations, and Sidney Robards, manager, RCA Dept. of Information.

Others at Premiere

Artists participating in the two-hour program included Eddy Arnold, Vaughn Monroe, Dorothy Sarnoff, Lou Monte and Paul Gilbert. Jimmy Durante gave a film salute, along with Florida's Senators Spessard Holland and George Smathers and Rep. Dwight L. Rogers.

WJNO-TV is owned 50% by WJNO Inc., operating the am station, headed by George H. Buck; 21% by Theodore Granik, attorney and creator of *American Forum of the Air* and other programs, who is WJNO-TV board chairman, and 18% by William H. Cook, Palm Beach attorney and executive vice president of WJNO Inc. Mrs. Cook, secretary-treasurer, is the daughter of Mr. Folsom.

General manager is Walter L. Dennis, formerly with KVOO Tulsa, and one-time chief of the news bureau of NARTB Washington. Equipment is RCA throughout, including a 12-bay antenna.

The 549 ft. tower is designed to withstand wind velocities of 185 miles per hour. Operating schedule Monday through Friday begins at 10 a.m. with test pattern, and with regular commercial programming beginning at 3:45 p.m.

WALTER L. DENNIS, general manager and director of sales of WJNO-TV, goes on camera with the premiere program. Seated (front row, l to r): Al Paul Lefton, president of the Lefton agency; Frank Silvernail, BBDO; Tom Fry, Kenyon & Eckhardt, and Thomas E. Knode, NBC station relations director.

KOVR (TV) Stockton Sets Labor Day Debut

KOVR (TV) Stockton, Calif., ch. 13 station that claims San Francisco in its primary service area, will make its debut Sept. 6 from the stage of the California State Fair at Sacramento. Programming for the first week of operation will originate from the fair grounds.

KOVR's tower and antenna are located atop Mt. Diablo and stand 4,000 ft. above the valley floor. A. E. Joscelyn, former CBS executive, is general manager, and Joseph Fisher, formerly with Free & Peters and ABC-TV, is general sales manager. Blair-Tv is national representative.

Reports from other stations:

WTVD (TV) Durham, N. C., is now on test patterns and expects to begin regular programming in September, the station has reported. The ch. 11 outlet has received clear reception reports from central North Carolina and north-central Virginia, it reports. It will be affiliated with NBC and represented by Headley-Reed Tv Inc.

WTVW (TV) Milwaukee, due on the air Oct. 31, has appointed Edward Petry & Co. as

YOU, TOO, CAN HAVE A STAN FREEMAN

STAN FREEMAN'S JAZZ QUARTET

Stan's right in the piano groove with a new TV network show. He's a Transcription star too with his jazz quartet.

YOURS in the

SESAC TRANSCRIBED LIBRARY

LOWEST in cost for a COMPLETE Program Service

SESAC INC. 475 Fifth Avenue New York 17, N. Y.

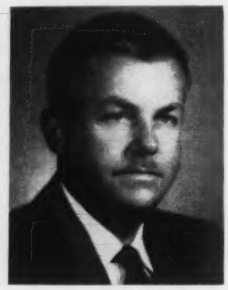
station representative, effective immediately. L. F. Gran is chairman of the board, L. F. Thurwachter is executive vice president and Tom Allen is business manager and director of the ch. 12 station.

KLTV (TV) Tyler, Tex., last week received its first deliverly of RCA equipment and plans to be on the air in October, owner Lucille Lansing has announced. The ch. 7 station will be affiliated with ABC, the station said. A new building is being remodeled to house KLTV and KGKB, its radio affiliate.

Educational KETC (TV) St. Louis, operating on ch. 9, expects to begin programming Sept. 20, the Very Rev. Paul C. Reinert, S.J., acting chairman of the St. Louis educational tv commission, has announced. The opening show will preview the station's programs.

Reeves Buys Third of KMOD, Becomes General Manager

DON C. REEVES, general manager-chief engineer of KNGS Hanford, Calif., who has purchased one-third interest in KMOD Modesto, Calif., for $21,000 subject to FCC approval [B•T, Aug. 16], assumes general managership of KMOD Wednesday, it was reported last week. He also becomes secretary-treasurer of Radio Modesto Inc., KMOD licensee.



MR. REEVES

John Griffin and Warren Giddings each retain one-third interest in KMOD and become president and vice president, respectively, of the ABC affiliate. John H. Schacht, former KMOD president and general manager, sold his 50% interest in the station to the licensee corporation for $42,000. Part of this interest was issued to Mr. Reeves.

WOV, WHOM Participating In Italian Opera Campaign

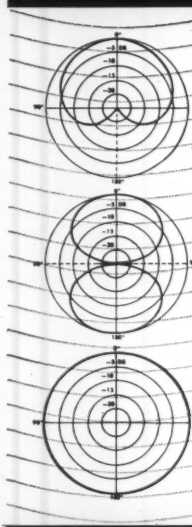
A FOUR-WAY agreement has been reached by WOV and WHOM New York, *Il Progresso Italo-Americano,* New York Italian-language daily, and the New York Center of Music and Drama with the purpose of making City Center a seat of Italian grand opera.

The plan was initiated in a series of discussions between Executive Vice President Ralph N. Weil and Programming Vice President Arnold Hartley, both of WOV, and Henry Morgenthau III of the City Center board of directors. In subsequent stages it was developed with the aid of Fortune Pope, president of WHOM and publisher of *Il Progresso;* Charles Baltin, vice president of WHOM, and Dr. Joseph Rosenstock, general director of the New York City Opera Co.

In its forthcoming operatic season, City Center will put new stress on the Italian portion of its repertoire. WOV, WHOM, and *Il Progresso* will conduct a continuous promotional campaign throughout the season, highlighted by a talent search open to all singers between the ages of 21 and 38 who have specialized in Italian operatic roles. WOV is scheduling a weekly Italian-language opera preview program dealing with the opera being performed that week.

Mr. Pope meanwhile has accepted appointment as chairman of a citizens' working committee to cooperate with the board and management of the City Center on the plan.

New ALTEC 670 MICROPHONE



CARDIOID

RIBBON

PRESSURE

available via GRAYBAR

Performance . . . versatility . . . economy — are the features on which the Altec 670 welcomes comparison. Here's what the 670 offers:

• **SMOOTHER HIGH-FIDELITY RESPONSE** . . . Freedom from peaks eliminates "voice-music" switch.

• **CONTINUOUSLY ADJUSTABLE PATTERNS** . . . Cardioid, ribbon, and pressure response patterns at marked shutter positions. Continuous intermediate adjustment permits "tuning out" sources of undesirable noise by shifting null points.

• **WIDE-RANGE DIRECTIVITY** . . . Typical microphone has 10db front-to-back response ratio at 30 and 15,000 cycles. Average midrange discrimination in "C" position, 18db or better.

• **SMALLER SIZE** . . . Less interference with TV cameras and lights — only 7½" high, 3⅜" deep, 2½" wide.

• **LIGHTER WEIGHT** . . . Weighing only 20 ounces is easily handled on light booms.

• **NEUTRAL GRAY FINISH** . . . Inconspicuous—minimizes light reflection.

• **LOW HUM PICKUP** . . . Lower hum pickup from stray magnetic fields.

• **ADJUSTABLE IMPEDANCE** . . . Easily accessible switch for 30/50 or 150/250 ohm impedance.

• **LOW PRICE** . . . The Altec 670 is *the* top-quality microphone that can't be matched in cost and/or performance. We invite your inquiry and comparison!

Full details concerning Altec Microphones are available through your nearby Graybar Broadcast Representative. See listing at right. Call Graybar *first* for assistance and suggestions concerning any of your broadcasting problems and requirements. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

FOR TOP PERFORMANCE IN MINIATURE SIZE

Tiny, but tough — the Altec "Lipstik" is one of the finest, most versatile microphones ever made. Omnidirectional pickup—5 ounce weight and 3 inch length make it perfect for TV. Easily concealed on performers. Inconspicuous in hand, floor-or-desk stand use.

454-18

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via GraybaR

IN OVER 110 PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 22 cities.

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunications Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

Four Stations Report Start of Color Operations

FOUR tv stations have reported start of color operations, three beginning programming and the fourth color test bar transmissions.

WTMJ-TV Milwaukee originated its first network color program last week to the NBC-TV network on the *Home* program. A Wisconsin State fair on arts and crafts highlighted the telecast from the ch. 4 station.

WBTV (TV) Charlotte, N.C., last week began occasional colorcasts of local film and slide programs. The ch. 3 station also picked up its first network color program, CBS-TV's *The Big Payoff*.

KPTV (TV) Portland, Ore., operating on ch. 27, carried its first color program Aug. 11 when it aired the NBC-TV network telecast of the Army-RCA "Combat Television" demonstration from Ft. Meade, Md. KPTV will carry the NBC-TV color spectacular series, effective Sept. 12.

KRON-TV San Francisco, operating on ch. 4, sent out its first color test bar signal Aug. 12. The color test pattern will be transmitted daily for the next month, the station said.

A fifth station, WNEM-TV Bay City-Saginaw, Mich. expects to begin colorcasting on or about Sept. 26, according to an announcement by John H. Boone, general manager. The station plans to receive the NBC-TV lineup of fall color shows.

F. Sibley Moore Duties Broadened at WJR Detroit

F. SIBLEY MOORE, WJR Detroit vice president and director, will assume additional duties as operations manager, effective Sept. 1, it was announced last week by John F. Patt, president of WJR and WJRT (TV) Flint, Mich.

MR. MOORE

Mr. Moore, along with E. Donovan Faust, recently appointed operations manager of WJRT [B•T, Aug. 23], will report to Worth Kramer, vice president and general manager of both stations.

Mr. Moore, 35, was elected to the WJR board of directors in June 1951 and was named vice president in November 1952. He also served as assistant treasurer and vice president of the stations' licensee, the Goodwill Stations Inc. He has had previous programming and sales experience with WGAR Cleveland and with the WJR sales department.

Hamilton, Others Resign KPFA (FM) in Policy Dispute

WALLACE HAMILTON, public affairs director of KPFA (FM) and four other station officials resigned last week from the listener-sponsored fm radio station located in Berkeley.

This most recent flareup in a series, which have marked the station's operation since broadcasting a tape recorded discussion on marijuana, occurred shortly after Mr. Hamilton announced the broadcast of a sex discussion by teen-agers on the station.

The five men, Mr. Hamilton; William Trieste, program coordinator; Roy Keppler, promotion director; Watson Albert, production chief, and Bruce Harris, chief engineer, resigned after the executive board of the Pacifica Foundation, the body who owns the station, invited Lewis Hill, founder, to return as president.

The station's directors have been debating its policies for about two years. Recently two directors switched their votes to the Hill faction.

Sold Unseen

PANDA PRINTS Inc., New York greeting card firm, finds the response to its radio announcement for its cards, which of course are not seen by the listener, "remarkable for its warmth and spontaneity." A first-week campaign on WQXR New York, aimed at the "middle-brow and high-brow," drew phone calls and letters applauding the commercials, which consist of skillful reading of verses taken from one of the cards designed by Rosalind Welcher, and ending with a dealer mention.

WBUF-TV Goes to 229 Kw

WBUF-TV Buffalo, uhf ch. 17 station which celebrated its first anniversary a fortnight ago, increased its radiated power Saturday from 17 to 229 kw. FCC Comr. Robert E. Lee was to throw the switch at 1 p.m. Rep. John R. Pillion (R-N. Y.) took part in the ceremonies.

Sherwin Grossman, president-general manager of WBUF-TV, said the project involved an expenditure of $150,000, including a 12 kw GE transmitter and a GE antenna atop a 450-ft. tower. Uhf conversion-saturation now covers 40% of the area tv homes, he said, with the strengthened signal expected to add materially to homes served.

WBUF-TV continues to carry ABC-TV and DuMont programs.

Von Hagel to Direct WORD

PAUL von HAGEL, formerly associated with WNAV Annapolis and WITH Baltimore, Md., has been appointed general manager of WORD Spartanburg, S. C., according to an announcement by Moody McElveen, executive vice president of that NBC affiliate.

Simultaneously, Mr. McElveen announced the appointment of J. W. Kirkpatrick as commercial manager. WORD is represented nationally by Paul H. Raymer Co., New York.

GE Stations Names West

NAMING of Edwin Scott West as manager of finance of the General Electric Broadcasting Stations Dept., was announced last week by R. B. Hanna Jr., department manager.

Mr. West has been with the department since the beginning of this month after having been traveling auditor for General Electric since July 1951. He joined GE in 1947.

WAIT to Take Space

NEGOTIATIONS have been completed by WAIT Chicago for taking over ABC studio space in the Chicago Daily News Bldg. by Nov. 1, it was announced last week. The station will move its studios and executive personnel from Elmhurst, Ill., transmitter site, to the 26th floor of the building. WAIT currently maintains executive headquarters at 75 E. Wacker Drive.

ARTHUR HULL HAYES (standing, l), CBS vice president in San Francisco and general manager of KCBS there, celebrates with three of his staff members their fifth anniversary with the station. "Father" Hayes' five-year-olds are: Jim Grady (standing, r), alias Little Lord Fauntleroy, who is the voice of KCBS' *This Is San Francisco;* seated, Jane (Mary Jane) Todd, women's commentator, and Bill (Buster Brown) Weaver, who has two shows on the San Francisco station.

WOR-TV OFFERS REPEAT MOVIE PLAN

New York station's 'new concept' of tv selling features 30 top films each in 16 showings weekly and will cost participating sponsors $125,000 for 30-week series.

"A NEW CONCEPT" of television selling was claimed last week by WOR-TV New York in announcing the signing of Liggett & Myers Tobacco Co. and Piel Bros. Brewing Co. for part sponsorships of *Million Dollar Movie,* a package of 30 feature films not on tv before.

Each film will be shown for one week, 16 times a week at 7:30-9 p.m. and at 10-11:30 p.m., plus Saturday and Sunday matinees at 4:30 p.m.). Participation in the package is open to a total of eight advertisers, each of whom gets a one-minute commercial and two billboards during each showing of each picture at a total cost of $125,000 per advertiser for the 30-week period.

Other highlights of the plan as outlined in the announcement of the Liggett & Myers and Piel purchases, issued Tuesday by WOR-TV General Manager Gordon Gray and Sales Manager Charles Philips:

Commercials will be presented about 26 minutes apart, with each movie being interrupted only three times. Between two of the one-minute commercials a 50-second "trailer" of the following week's feature movie will be presented.

Advertisers are guaranteed a Pulse Inc. rating of 70—described as a rating never before achieved by a commercial tv program in the market—for each week (this will be a cumulative rating, it was explained, representing the sum of the individual ratings of the 16 different showings).

Position of the advertisers' commercials will be rotated so that the sponsors have equal advantage. Each advertiser also gets a billboard at the beginning and the end of each showing.

The "most extensive advertising and promotion campaign in the history of WOR-TV" will be employed to build viewership, the announcement said, asserting that "the amount budgeted for newspaper and on-the-air promotion probably exceeds any expenditure ever made to promote a local program."

Two of WOR-TV's principal announcers will act as hosts on the programs, John St. Leger introducing the 7:30 p.m. shows and Frank McCarthy appearing as host for the 10 p.m. presentations.

Million Dollar Movie consists of 30 first-run features acquired by WOR-TV from the Film Div. of General Teleradio Inc., licensee of the WOR stations. The films include "Magic Town," featuring James Stewart and Jane Wyman; "A Double Life," with Ronald Colman and Shelley Winters; "Body and Soul," with John Garfield and Lilli Palmer; "Arch of Triumph," with Ingrid Bergman and Charles Boyer; "Miracle of the Bells," with Frank Sinatra; "One Touch of Venus," with Ava Gardner, and "Macbeth," with Orson Welles.

The *Million Dollar Movie* series will start Sept. 21. Cunningham & Walsh, New York, is agency for Liggett & Myers, which will use the show to promote Chesterfield and L&M cigarettes, while Young & Rubicam, New York, is agency for Piel Brewing.

The company you keep in **CHATTANOOGA**

(79th MARKET) - - - ON WDEF-TV

Your Play Time . . . Comedy Hour . . . TV Playhouse . . . Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel News Caravan . . . Burns and Allen . . . My Friend Irma* . . . Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery Presents . . . Place the Face . . . Studio One . . . Midwestern Hayride . . . Arthur Murray Party . . . Milton Berle Show . . . I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or Consequences . . . You Bet Your Life . . . Red Skelton Revue . . . Arthur Godfrey and His Friends . . . Coke Time . . . I Married Joan . . . Calvacade of America . . . Strike It Rich . . . I've Got A Secret . . . I Led Three Lives . . . This Is Your Life . . .Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite Story . . . Pantomime Quiz . . . Mama * . . . Life of Riley . . . Best In Mystery . . . Big Story* . . . Calvacade of Sports . . . Game of the Week . . . Jackie Gleason Show . . . Amateur Hour . . . Saturday Nite Revue . . . Your Hit Parade* . . . Private Secretary . . . On Your Account . . . Lux Theatre* . . . Disneyland* . . . Kollege of Musical Knowledge . . . Welcome Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler Show* . . . Dollar a Second . . . Sports Revue

* Scheduled for Fall '54

Carter Parham, President — Harold (Hap) Anderson, Manager

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF

WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY

KDKA Stages Presentations For N. Y. Agency Executives

THE STORY of KDKA Pittsburgh, the Pittsburgh market, and the power of the station as an advertising medium was told to more than 100 top agency executives and advertisers in a series of three presentations in New York last fortnight.

The presentation consisted of a 20-minute film, with taped narration by KDKA Sales Manager John Stilli, which was shown at three parties at the Stork Club.

The KDKA contingent included General Manager L. R. Rawlins, Sales Manager Stilli, Promotion Manager David Lewis, and Rege Cordic, disc m.c. Representatives of Westinghouse Broadcasting Co., the parent firm, also were on hand.

WABD (TV) Gross Up

MORE THAN $2 million in gross billings has been signed by DuMont's WABD (TV) New York during the past fortnight, Norman Knight, station manager, reported last week. He said these signings capped a two-month drive which added 72 new contracts and, together with current business and renewals, assured the station of gross billings exceeding $6 million for the year starting in September. WABD will have more advertisers and top agencies on its roster for the 1954-55 season than ever before in the station's history, Mr. Knight said.

STATION PEOPLE

Rod Gibson, associated with station representation firms in New York for the past several years, appointed national sales manager, WSTV-TV Steubenville, Ohio. He will headquarter in New York.

MR. GIBSON

Mike Thompson, formerly sales manager, WTIK Durham, N. C., to WTVD (TV) same city, in same capacity.

Wally Mack appointed station manager, WBUY-AM-FM Lexington, N. C.

W. S. Morgan Jr., commercial manager, KGKO Dallas, Tex., appointed manager.

Edward Wallis, formerly director of sales promotion and publicity, WIP Philadelphia, to WPTZ (TV) same city, in similar capacity, effective early in September. Mr. Wallis succeeds **John J. Kelly,** transferred to WPTZ licensee Westinghouse Broadcasting Co.'s New York office.

MR. WALLIS

John W. Tinnea, assistant station director-program director, KWK St. Louis, named executive program director, KWK Inc. (KWK-AM-TV). **Russell C. Kaiser** promoted to program director, KWK.

Trent Christman, formerly with Gillham Adv. Agency, Salt Lake City, to KONA (TV) Honolulu, T. H., as program manager. **Gene Terrell,** production assistant, KNBH (TV) Hollywood, to KONA as promotion-publicity manager.

Colby Lewis, assistant program manager, WTMJ-TV Milwaukee, named director of production, WGBH-FM-TV Boston, noncommercial educational stations.

John Yeager Jr., station manager, KGFW Kearney, Neb., named sales representative, WOW Omaha.

Robert Brown, sales dept., KBTV (TV) Denver, promoted to local sales manager, succeeding **Mort Thorp,** who goes to I. A. Deline Paper Box Co., same city, in charge of sales.

Henry C. Cronin, assistant chief engineer, WHEN-TV Syracuse, N. Y., to WTVD (TV) Durham, N. C., expected to start operations in September, as technical director.

Bob Delaney, news and sports editor, WTAL Tallahassee, Fla., to WEAR-AM-TV Pensacola and WJDM (TV) Panama City, Fla., as state news director.

Jerrold P. Merritt, engineering staff, WICS (TV) Springfield, Ill., promoted to assistant chief engineer.

Paul S. O'Brien, advertising sales staff, WXYZ Detroit, to WLIB New York, as account executive.

Lou Riepenhoff, public service and promotion director, WEMP Milwaukee, to WTVW (TV), same city, as public relations-promotion director.

MR. RIEPENHOFF

John Quinlan, formerly continuity-promotion director, KLPR-TV Oklahoma City, appointed promotion director, KGMB - AM - TV Honolulu, T. H.

Art Seidel, formerly assistant director, Prockter Film Enterprises, N. Y., named account executive, WTTM Trenton, N. J.

George E. Walsh returns to WHAS-AM-TV Louisville, Ky., as public events reporter.

Doris Matthews, Charles F. Mallory Adv. Agency, San Jose, Calif., to traffic dept., KEEN same city.

Cliff Pike, continuity director, KRVN Lexington, Neb., and **Freeman Hover** to KCSR Chadron, Neb., staff.

Isabell Logan to accounting dept., KYW Philadephia; **Paul G. Ross Jr.** to station.

Billy Lee Holmes and **Phyllis Brown,** husband-and-wife entertainment team, WLS Chicago, to WLW and WLWT (TV) Cincinnati *Midwestern Hayride* program; **Kenny Price** and **Glenn Scott,** entertainers, to WLW.

KMTV (TV)'s Fifth

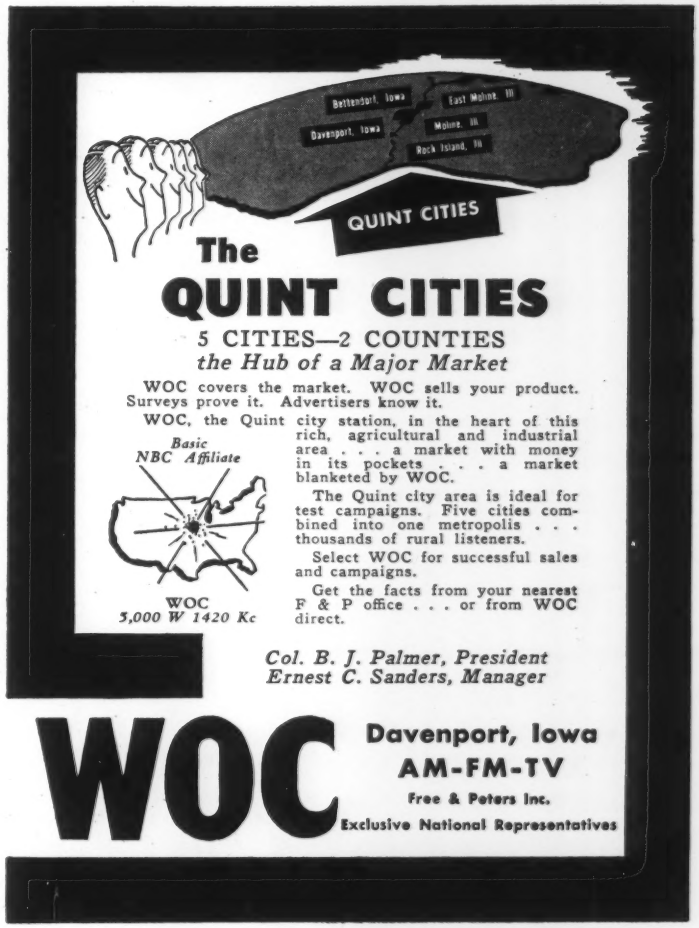
KMTV (TV) Omaha, Neb., is treating its local sports fans to a "Baseball Party" this Thursday in commemoration of the station's fifth anniversary, Owen Saddler, general manager, has reported. A 90-minute extravaganza featuring tv stars and famous sports figures will precede the baseball game between the Omaha Cardinals and the Sioux City Soos. Every seat in Omaha's Municipal Stadium has been purchased by KMTV for the day and two tickets for the affair will be sent free by the station to any sports fan upon request. Invitations to the party have been extended to members of baseball's Hall of Fame and to George Trautman, commissioner of minor league baseball.

Pete Conn, entertainer, to cast, WLWD (TV) Dayton, Ohio, program, *Bill Bailey Show.*

Lester W. Lindow, secretary and general manager, WFDF Flint, Mich., reports at Pentagon today (Mon.) for a short tour of active duty in radio and television branch, Information Div., Dept. of the Army, which he formerly headed. Mr. Lindow is a lieutenant colonel in the Army Reserve.

Robert J. Blum, sales manager, KEEN San Jose, Calif., appointed radio chairman of emergency infantile paralysis fund drive.

Francis Davis, weatherman, WFIL-TV Philadelphia, appointed to Committee on Radio and Television for American Meteorological Society.


Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

'ROUND THE CLOCK
NEWS
with
DON O'CONNOR

More news—more local—more often than any other Milwaukee station . . . that's the product of the WEMP news staff directed by Don O'Connor.

Emphasis is on local news and community events, though national and world affairs are fully covered. That's another reason why Milwaukeeans prefer WEMP, the 24 hour a day music, news and sports station.

National and local advertisers, who have the facts, are buying WEMP, where you get up to twice the Milwaukee audience per dollar of any network station.* Call Headley-Reed—get the facts!

* Based on latest available Pulse ratings and SR & DS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

3 WRITERS' GROUPS MERGE INTO WGA

New Writers Guild of America formed of Radio Writers Guild, Screen Writers Guild and the Television Writers Guild.

AS THREE separate radio-tv writers' groups joined hands last week, it was reported that the new, overall union, Writers Guild of America, will soon press for new contracts with networks, packagers and producers.

The labor groups merging into a single union are Radio Writers Guild, Screen Writers Guild and the Television Writers Guild (both Authors League of America and SWG units). In concurrent meetings held last week in New York and Hollywood, members voted to approve the constitution of the WGA.

According to union spokesmen, the combination of the three writers' groups will bring all radio, tv and screen writers into a single, nationwide union boasting some 2,000 members.

With the joint direction of the three unions assured, a number of labor contracts both on the East and West Coasts can be expected to be opened possibly as early as a few days from now.

Among these:

• A radio freelance writer contract now in effect with networks, packagers and producers. It was to have expired last May 15 but was extended to Sept. 15, 1954.

• A tv freelance writer contract with packagers of live tv programs. That pact expires Sept. 21, 1954. (A number of contracts with film packagers, perhaps as many as 120, will not be up for negotiation until about the end of 1955..

• A staff writers pact with NBC on continuity and news; similar contract with ABC, now in negotiation; an agreement with CBS on news, which may be re-opened, and with CBS on the West Coast only on continuity and news.

TWA Squabble Looms

To complicate the picture, the new, merged union has been flirting with opening a full-scale jurisdictional squabble with Television Writers of America which only recently struck against the networks in New York and Hollywood.

TWA in 1953 won an NLRB-conducted election as bargaining agents for a number of writers. Reportedly, there now are moves both within TWA and "outside" to dissolve the organization; thus, WGA must decide whether it wishes to file a petition with NLRB asking for renewal action with freelance tv writers employed directly by ABC, CBS and NBC for network programs. (These are groups now represented by TWA.) At the same time, a consent election could be declared which would bypass an NLRB hearing on the matter with all parties including the employers agreeing to an immediate election to determine the bargaining agent.

WGA leaders openly are hopeful that this jurisdictional matter can be solved quickly and thus pave the way for WGA to become "a truly industry-wide writers' union."

In New York, at a joint meeting meeting of the TWG and RWG (eastern region), members voted 141 to 24 to approve the merger action, while in Hollywood, the SWG balloted 325 to 12 in favor and RWG approved it, 73 to 23.

An election of officers will be held next May, although interim officers may be elected late this October. Headquarters location of WGA still is undetermined. Next step in the merger trend is for WGA to affiliate with ALA which includes in its mebership, writers of all fiields, via a proposed Federation of American Writers.

CBS-TV, SAG Sign

CONTRACT between CBS-TV and Screen Actors Guild, marking the network's possible entry into direct filming [B•T, Aug. 9], was signed in Hollywood Aug. 15, SAG officials revealed last week. As indicated earlier, among the provisions were exemption of news commentators from Guild jurisdiction, requested by CBS, and guaranteed employment to series actors, asked by SAG.

Film Tv Writing Awards Format Approved by TWG

NEW recommendations governing annual tv film writing awards have been drawn up and approved by the Television Writers Group executive committee of Screen Writers Guild. The final awards are divided into three categories: best story; best story and teleplay by the same writer or writers; best teleplay.

Nominations will be made in four categories, comedy, drama, western-action and mystery-melodrama. A screening committee of 100 members will be selected. Best script in each category will be determined quarterly.

Final awards will be decided by a majority vote of all members active in tv, following a screening of all films which received the quarterly nomination.

Directors Sign Contract For Tv Film Production

THE first contract between Screen Directors Guild and major motion picture studios covering tv film production by their video subsidiaries has been signed by Columbia Pictures and Republic Pictures. Involved are Screen Gems Inc. and Herbert B. Leonard Productions (Columbia) and Studio City Television Productions and Hollywood Television Service (Republic).

Provisions, similar to those contained in the contract between SDG and the Alliance of Television Film Producers, call for a director's initial salary to cover first and second runs of a tv film wih a flat fee of $275 to cover third and all succeeding runs in a given city. Under terms of the contract, a producer may arrange in advance to pay a director his salary and re-run fee in a single transaction.

NABET Blocks NBC Filming

DESPITE NBC attempts to speed up formation of its own filming units by negotiating a new contract with the National Assn. of Broadcast Employes & Technicians, NABET has declined to discuss the film situation until the present contract is up for renewal the end of January. NABET, whose present contracts with both NBC and ABC contain film jurisdiction, does not intend to relinquish that jurisdiction, a NABET spokesman in Hollywood revealed. IATSE has the film bargaining contract with CBS, which has been negotiating a contract with Screen Actors Guild [B•T, Aug. 9] preparatory to the network's entry into active tv film production.

Kansas is
BACK ON THE GOLD STANDARD

Golden corn . . . golden wheat . . . millions of bushels of each help boost the Kansas farmer's income to the staggering total of $1,092,211,000!*

Each farm family has $8,312 to spend* . . . 58% above the national average! Mister, here's a market that's worth going after in a big way!

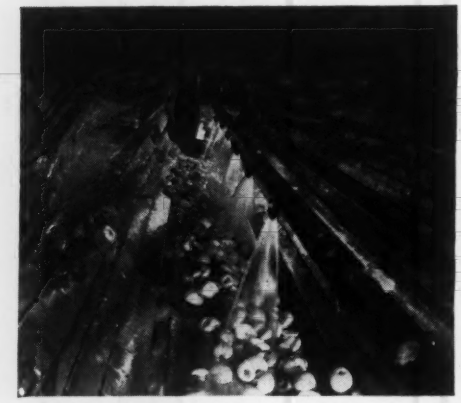
And the best way to turn these above-average-income prospects into *buyers* is to put your selling message on the radio station Kansas farmers listen to most—WIBW * *.

* Consumer Markets '54
* * Kansas Radio Audience '53

"See Your Copper Man"
WIBW CBS RADIO
TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN

Only STEEL can do so many jobs so well



Bathtub for Apples. You've heard of a lot of interesting ways in which stainless steel is now used, and here's another: a bathtub made of stainless, where apples are carefully washed before being processed into baby foods. Stainless steel is unusually well-suited to jobs like this because of its high corrosion resistance and unique sanitary properties.

Here's the Newest Thing in vending machines . . . a mechanical marvel that will sell you a carton of fresh cold milk (or of chocolate or orange drink, for that matter) at the drop of a coin. Made of USS Steel, the machine is ideal for use in schools, factories, parks, hospitals and other similar locations.

To Baffle a Burglar or just to find a fuse when the lights go out, you want your flashlight to be ready for instant action, in any emergency. And steel helps to build such dependability into most flashlights. The flashlight itself is usually steel, and they're making "sealed-in-steel" flashlight batteries, too . . . with full steel protection top, bottom, and sides, to assure longer life and prevent corrosion of the flashlight.

How's the Wiring in Your Home? Adequate for today's power needs? Ready to supply "juice" for automatic washers and dryers, TV sets, summer air conditioning units? It's been estimated that each U. S. home uses more than twice as much power today as 10 years ago, that more than 3/4 of our homes are *under-wired* for today's needs. U. S. Steel manufactures electrical wire and cable of every kind to make your home wiring adequate and safe.

This trade-mark is your guide to quality steel

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1886

SALES SERVICE

Most stations merchandise, K&E survey finds.

MORE than three-fourths of the nation's tv stations offer some type of merchandising or promotional service to their advertisers, according to the second annual survey of tv station merchandising conducted by Kenyon & Eckhardt.

The K & E survey, conducted in June, shows 275 stations, 77% of those then on the air in the continental U. S., offer some sort of merchandising service. It also shows that if a station offers one merchandising service, the likelihood is that it offers a great variety of such services.

Air support, promoting a sponsor's program and/or products with announcements or during sustaining programs, is the service most commonly available, being offered by 99% of all stations answering the K & E questionnaires. Mailings to the trade or to consumers are made by 98% of the tv stations; 95% make trade calls, and 96% give some other advertising support.

Full results of the K & E survey, published in the 1954 TELECASTING YEARBOOK-MARKETBOOK, which is in the mails, report all merchandising services offered by each of the 275 stations together with information on whether the service is provided free, is charged for, or is furnished only to advertisers complying with some other condition stipulated by the station, such as the purchase of a minimum amount of station time.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at K & E. Arrangements were made with B•T for publication of the results, which last year as this included them in the TELECASTING YEARBOOK-MARKETBOOK. (A K & E survey of merchandising services offered by radio stations last year was published by B•T as Part II of the Nov. 30, 1953, issue. K & E's 1954 radio station merchandising survey will be published by B•T this fall.)

The questionnaire was prepared by the K & E research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the stations' replies and prepared the summary table appearing on this page.

Mr. Ule said that there were three major objectives of the study:

1. To acquaint buyers of tv time with the merchandising and promotional services that each station will supply currently.

2. To acquaint sellers of tv time with what other stations are providing by way of merchandising and promotion.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed May 20 to all tv stations then on the air or scheduled to begin operations by June 1. Follow-up letters and questionnaires went out a month later. The return based on both mailings was about 80%.

Listed by Mr. Ule as among the more significant findings are the following:

1. Of all tv stations, 77% (275 stations) reported some merchandising or promotional services. The remaining 23% either had no such services or did not return the questionnaire.

2. The number of stations reporting merchandising services (275) is twice the number reporting them in the 1953 survey (138).

3. Of these 275 stations, 95% make trade calls, including soliciting and placing displays, store checks and soliciting tie-in advertising; 98% provide trade mailings such as letters, post cards, broadsides or merchandising bulletins; 99% offer on-the-air support, including demonstrations, give-away prizes, product mentions, tune-in announcements, client participation in special programs and recorded personality interviews plugging the client's product. In addition, 87% will aid the client's representative in problems of distribution and 30% have a merchandising plan or agreement whereby certain retail outlets will give preferred space to a client's display material.

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Responding Stations That Offer Some (275) Services	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	95%			
Solicit and/or Place Displays	92%	39%	89%	11%
Solicit Tie-in Advertising	82	32	83	6
Store Checks	79	39	83	10
TRADE MAILINGS	98%			
Letter	95	47	85	22
Jumbo or Regular Post Card	83	46	86	23
Broadside	43	45	82	35
Merchandising Bulletin	51	35	91	15
ADVERTISING SUPPORT	96%			
Newspaper Tie-in Ads	87	49	91	13
Store Display Pieces	66	49	81	16
Lobby Windows	55	39	85	10
Billboards	17	55	90	28
Car Cards	32	57	80	17
ON-THE-AIR SUPPORT	99%			
Demonstrations	54	39	89	5
Give Away Prizes	63	36	84	5
Product Mentions	56	41	88	1
Tune-in Announcements	96	30	92	1
Client Participation in Special Program	53	27	86	12
OTHER SUPPORT				
Aid Client Representative in Product Distribution	87	24	85	1
Merchandising Plan Offering Preferred Displays	30	51	84	5

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE:

THE TABLE presents a detailed summary of the survey's findings for all tv stations reporting. Illustrating its use, Mr. Ule explains:

"In the first column, the entry, 95%, for trade calls indicates that 95% of the 275 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately after the first entry, shows that 92% of the 275 stations will solicit and/or place displays.

"In the second column, the entry, 39%, indicates that of all stations which report they solicit and/or place displays, 39% require a minimum purchase of air time.

"In the third column, the first entry, 89%, means that 89% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word 'local' designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 11% are those who make their service available either to local advertisers only or to network advertisers only or did not specify which type of advertiser is eligible.

"In the last column, the first entry, 11%, means that 11% of the stations that report they solicit and/or place displays will charge for this service.

CARRYING THE NBC BALL IN GREEN BAY PACKER-LAND

Exclusive NBC for Green Bay-land, Fox River Valley and Upper Michigan.

115,000 Watts to Dominate This NEW Market

The ideal complement to your Chicago-Milwaukee coverage without overlapping duplication.

WMBV-TV

Channel **11**

NOW
BEING WATCHED BY 710,000 VIEWERS

Venard, Rintoul & McConnell, Inc. NATIONAL REPRESENTATIVE
New York • Chicago • Los Angeles • San Francisco • Boston

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

KIDS AND TV

New survey shows how children boost the family's hours before the tv set.

by James W. Seiler *

CHILDREN cry for it—television, that is.

And where the youngsters' demands are heard and heeded, the family is apt to spend more hours in front of the lighted screen than in homes where only adults are viewers.

The definite impact of children on television viewing habits of households is shown vividly in a national survey completed recently by the American Research Bureau Inc.

America's post-war boom in babies and the continuing high birth rate are having a profound effect in establishing the country's loyalty to television as a medium of entertainment, the ARB national sampling shows. The results of the study will prove especially significant to advertisers intent on finding the most effective medium for reaching both children and parents.

In the course of a national diary survey distributed throughout the U. S. and reflecting mid-winter viewing habits this year, ARB divided the television audience into four groups: households of one or two adults only, households with three or more adults, homes with adults and children six years of age or older, and homes with adults and children under six years of age.

When children are present in a home, there is a marked increase in television viewing by the entire family for all periods of the day, from sign-on to sign-off, the ARB sampling shows. In households where there is at least one pre-school child, morning viewing during a normal work week is more than twice as many hours as in homes where there are adults only. This might be expected, since mothers of small children ordinarily are at home during the morning hours. But the presence of children also has a corresponding effect on evening viewing, adding about three to four hours more per week before the television set as compared with families consisting of adults only.

When the total average viewing hours per week are taken into account, families in which there are pre-school children spend about 45% more time with television than do families consisting of one to two adults only. In terms of hours, ARB reports that this can be translated into 42.0 hours of viewing per week as compared with 28.9 hours.

Throughout the television day, the presence of children in a home is reflected in viewing hours. From sign-on until noon, for example, the household with one or two adults and that with three or more adults showed 2.7 and 2.9 average viewing hours per week, respectively. But once the survey considers homes with adults plus children of six or over, and households with adults plus youngsters under six, these figures jump decidedly—to 3.7 and 5.7, respectively. If one considers that the advertiser may be catching the housewife's attention during a period just before she goes out to do the day's shopping, the figures take on added importance.

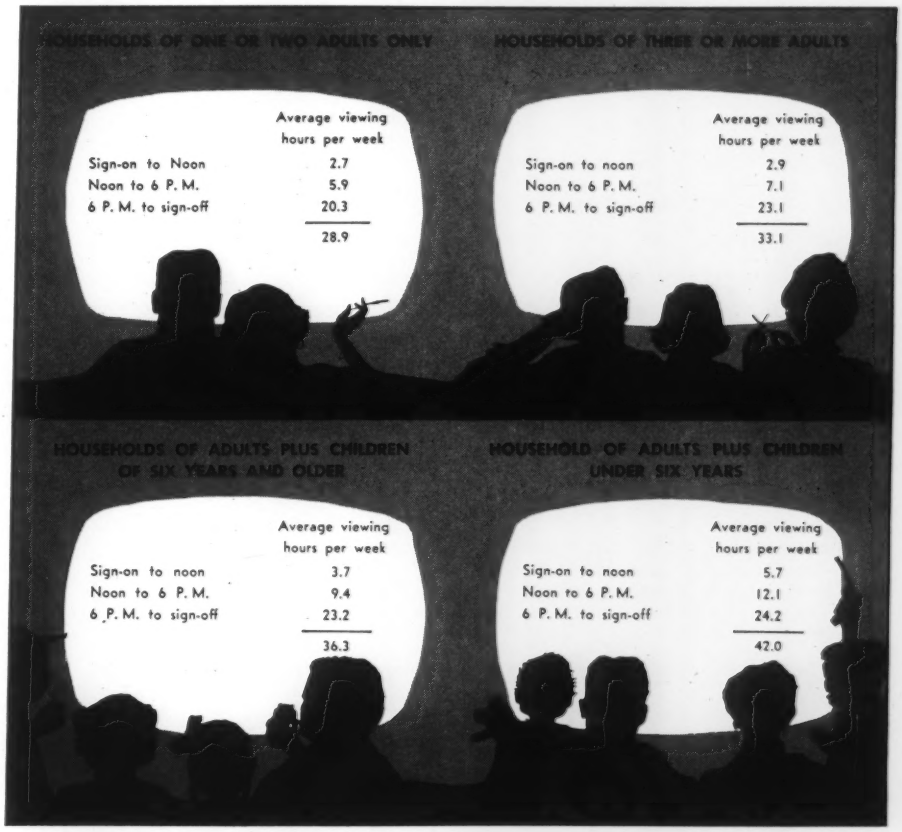
In the time segment from noon to 6 p.m., the ARB sampling again shows the pull toward greater television viewing in homes where there are children. The set which is watched by one or two adults only, and the one seen by three or more adults, gets 5.9 and 7.1 average viewing hours per week, respectively. Turning to the houses of adults plus children of six or over, and those with adults and children under six, these figures change materially to 9.4 and a surprising 12.1, respectively.

It is when the children's hours are over, from 6 p.m. to sign-off, that the presence of youngsters in the homes sampled by ARB weight the scales even more heavily in favor of increased television viewing. In this period, the general tendency of parents of younger children to seek their entertainment at home, and the probable widespread difficulty in finding responsible baby-sitters, gives tv a tremendous lift—24.2 average hours of viewing per week as compared with 20.3 for the family consisting of one or two adults. And the fact cannot be escaped that this free entertainment in one's own living room is a considerable boon to the young family's budget.

Length of television set ownership apparently plays no important role in determining the viewing habits of people in the groups surveyed. The adult-only families, for example, reported they had bought their sets an average of 30 months prior to the sampling. The families with children over six had set ownership averaging 33 months, while the households with tots under six said they had had their sets for about 31 months, on the average.

The ARB survey indicates the existence of a vast and growing television audience of parents and children, available throughout the day, which can be counted upon to be responsive to this medium. If the trend shown thus far continues in the years ahead, it seems fairly certain that along with the automobile, refrigerator, washing machine, telephone and electric light bulb, these families are going to consider the glowing picture tube of the television set an important and vital part of their daily living.

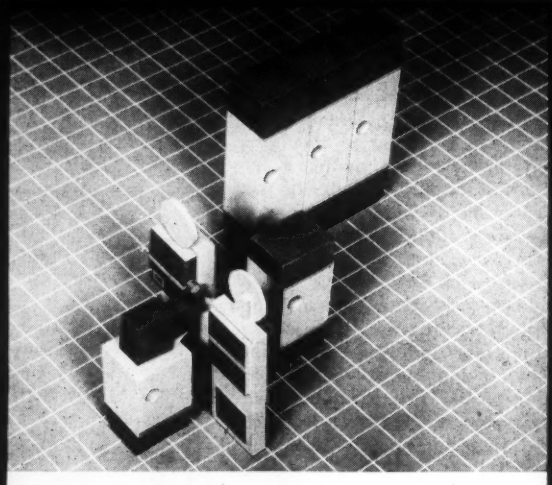
Detailed results of the tabulation are shown in the chart below.


HOUSEHOLDS OF ONE OR TWO ADULTS ONLY
Average viewing hours per week
Sign-on to Noon 2.7
Noon to 6 P. M. 5.9
6 P. M. to sign-off 20.3
28.9
HOUSEHOLDS OF THREE OR MORE ADULTS
Average viewing hours per week
Sign-on to noon 2.9
Noon to 6 P. M. 7.1
6 P. M. to sign-off 23.1
33.1
HOUSEHOLDS OF ADULTS PLUS CHILDREN OF SIX YEARS AND OLDER
Average viewing hours per week
Sign-on to noon 3.7
Noon to 6 P. M. 9.4
6 P. M. to sign-off 23.2
36.3
HOUSEHOLD OF ADULTS PLUS CHILDREN UNDER SIX YEARS
Average viewing hours per week
Sign-on to noon 5.7
Noon to 6 P. M. 12.1
6 P. M. to sign-off 24.2
42.0

* *Mr. Seiler is director of the American Research Bureau Inc.*

Install the PHILCO

This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner— superior for monochrome

. . . the only practical method for color!

PHILCO CORPORATION

CineScanner

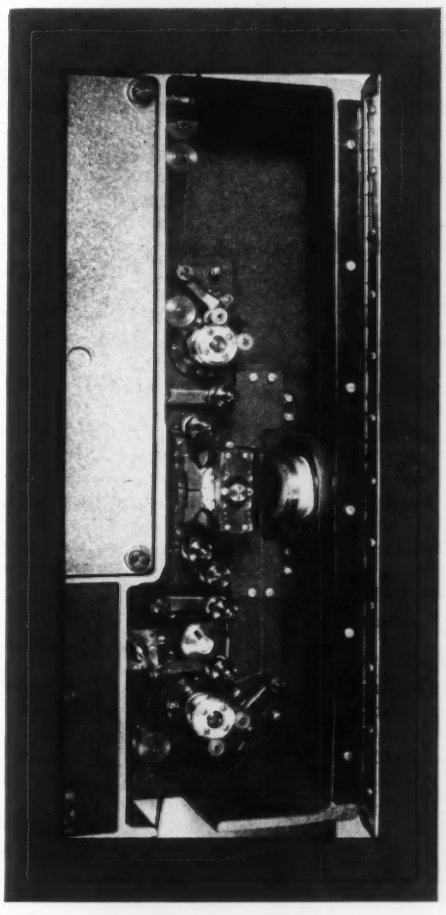
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome, 16MM and 35MM Models**

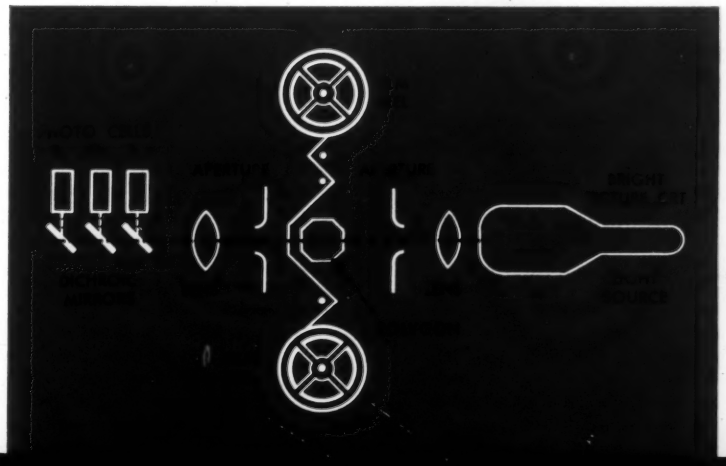
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Glendale . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

PHILCO
Tomorrow for
QUALITY
the World Over

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

THE CURTAIN OF SILENCE

FRANK STANTON, ON THE AIR, URGES IT BE LIFTED BY CONGRESS

IN THE first editorial ever broadcast by a national network, CBS President Frank Stanton went on CBS Television and Radio last Thursday night to urge the right of the broadcast media to cover the Congressional hearings which start tomorrow (Tues.) on the resolution to censure Sen. Joseph R. McCarthy—and the right of the public to be informed through broadcast coverage.

Appearing on CBS-TV at 8-8:15 p.m. EDT and on CBS Radio at 10:15-10:30 p.m., Dr. Stanton made clear that "today's arguments against broadcasting coverage of legislative hearings just don't hold water," and called upon the public to "support our efforts to lift the curtain of silence" imposed by the committee in banning radio-tv coverage. Dr. Stanton also reported that Judge Harold R. Medina would present, at CBS's invitation, the opposing viewpoint in broadcasts at the same times on CBS-TV and CBS Radio next Thursday night (Sept. 2).

Text of the CBS editorial:

GOOD evening.

This is to be a CBS editorial.

I am Frank Stanton, president of the Columbia Broadcasting System, and I am speaking for CBS. In accord with our policy of fairness and balance in the discussion of public issues and at our invitation, Judge Harold R. Medina, who disagrees with our point of view, will appear one week from tonight at this same time over these facilities.

On next Tuesday, Aug. 31, in Washington, D. C., an historical event will take place: A special six-man committee of the Senate will open hearings on the resolution to censure Sen. McCarthy. This will be the first time in over two decades that the issue of censuring a senator will be before the Senate.

Reporters will be there. A small number of other people who happen to live in Washington or can afford to journey to our capital and can squeeze into the hearing room will be there.

But you of the radio and television audience will not be there. This is because it has been ruled that although the hearings are open, radio and television—and hence you listeners and viewers—may not enter. You will be barred from hearing and seeing part or all of these proceedings in your own homes. This means that you can learn about these proceedings by reading what somebody has written about them or by listening to what somebody says about them.

That is why I am here this evening. We at CBS, and we think all broadcasters, believe that this prohibition hurts you. We believe that the ruling is wrong and raises some very fundamental issues.

Radio and television comprise the newest kind of journalism—electronic journalism, which is a vital part of the press and thus its freedom is guaranteed by the constitution. By bringing the governmental processes back from Washington to the people themselves, wherever they may be, electronic journalism is playing an important part in permitting a citizen to exercise his basic right to be informed—to know what is going on.

Radio and television, by letting people see and hear for themselves—by having enlarged the hearing room, so to speak—have greatly quickened the people's interest in, and knowledge of, the governmental processes. In that way, radio and television are contributing to a better government because as James Madison long ago said, "A popular government without popular information or the means of acquiring it, is but a prologue to a farce or a tragedy, or perhaps both."

Yet this rule which would keep you out of these hearings turns its back on the contributions which electronic journalism can make. It shuts off your radio speakers and darkens your television screens and commands "thou shall not hear or see."

This is a drastic prohibition. We believe that those who support it have a very heavy burden in trying to establish that the evils of radio and television coverage are so great that they justify keeping you from seeing your government in action. They have failed to establish that there are such evils.

We do not think that this ban arises from bad faith. We think rather that as far as legislative hearings are concerned, the ban comes because of confusion and misunderstanding arising out of the fact that radio and television coverage are still something of a novelty. Legislators and others are not quite used to radio and television and have not yet learned to accept them for what they are.

This is no different historically from what happened to the press itself. The legislatures in the early days of American history did not open their debates to the public. In the first sessions of Congress the presence of newspaper reporters was either forbidden or allowed without official recognition.

It was not until 1794 that newspaper correspondents were admitted to the galleries of the Senate. Even as late as 1841, the Senate attempted to limit coverage of its proceedings to one official group of reporters, excluding all others.

I am sure that many of the same reasons were advanced then for keeping out newspaper reporters that are advanced now for keeping out radio and television.

I am sure that there were those who argued that the presence of newspaper reporters whose words were read by millions of people, created distractions, prevented the orderly conduct of business, and caused the legislators to think less about the business at hand than to think, literally, of "playing to the galleries."

Similarly, today's arguments against broadcasting coverage of legislative hearings just don't hold water.

The first argument is that radio and television encourage spectacles, create a circus atmosphere, cause legislators and other participants to misbehave and generally rob the hearings of a "judicial atmosphere."

Let us get the facts straight. These are not judicial court proceedings. These are proceedings of the legislators—our elected representatives—engaged in the public business of making laws directly affecting you and me. Issues as far reaching and as grave as this are most certainly our business.

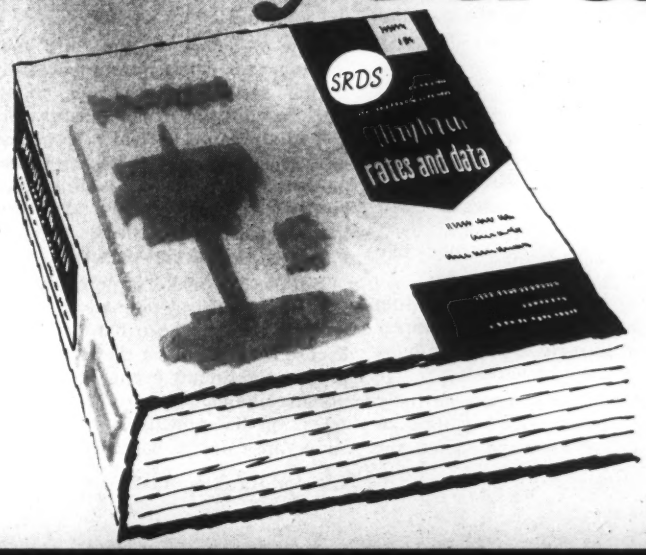
After all, radio and television hear and see exactly what happens. They don't create spectacles or circuses. They don't compel people to show off or misbehave. They are the public's mirrors reflecting things exactly as they are. To blame radio and television for blemishes or excesses makes no more sense than to blame a mirror because you

The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

•

you are there



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

do not like the reflection which you see in it.

If legislators find it impossible to behave themselves or measure up to their obligations when the public is looking in, the remedy is not to bar the public. Once the public has had an opportunity to see and hear for itself, we think that we can count on the public to reach its own conclusion.

The second main argument against radio and television coverage is that physically they are obtrusive, noisy and disturbing and that they create a disorderly atmosphere in which it is hard to concentrate and hard to tell the truth.

Let us just examine that claim for a few moments.

First, there are already a number of distractions wholly apart from radio and television. Forget radio and television and consider what a witness at a legislative hearing faces. He must face the crowds in the hearing rooms, the dozens and sometimes hundreds of reporters coming in and out; he must face the microphones of the public address system, the questions of counsel and committee members, and the knowledge that what he says will be spread across the land for millions to read.

What Is Involved

Add radio and television to all this, and there is only one more element. But it is not an obtrusive one. Let me show you what is involved.

There are five different ways of covering legislative hearings for broadcasting purposes.

One way is by live radio coverage—that is, broadcasting the proceedings exactly as they occur and at the time they occur. This involves absolutely no additional equipment or personnel in the hearing room. The microphones which are used for the public address system are enough to pick up the sound for radio. Physically, there is absolutely no difference in a hearing room which is being covered by live radio broadcasting and one which is not.

Exactly the same is true of the second method of radio broadcasting—tape recording. Such broadcasts at a later time can air either the entire proceedings the way that they occurred or only the most interesting or important parts. The process is precisely the same except that wherever the telephone wires bring the sound, a tape recorder takes it down many miles from the hearing room.

Now about television: One way to cover a hearing by television is by live broadcast—that is, to use live television cameras in the hearing room and pick up the hearings as they occur. As in the case of radio, these hearings can be, and often are, covered by networks on a pooled basis so that a total of only two or at most three live cameras is necessary for all the networks.

Each camera has one cameraman. A single camera set-up, consisting of one cameraman and one camera, requires space about equal to the space needed by two newspaper reporters. By using special lenses the cameras can be located in the rear of the room and a partition or screen can shield the cameras so that the participants will hardly be aware of their presence.

There is no additional noise created by the presence of television cameras. And contrary to what is generally understood, there are no hot and glaring lights for live television coverage. Ordinary room lights found in the rooms where legislative hearings take place have been demonstrated to be sufficient. Thus, as far as live television coverage is concerned, there is no justification for a ban based on extra space, extra noise or extra lighting, because there are none.

The same is true for the second method of television coverage—what we call kinescoping or television recording. This is accomplished by covering the hearings in their entirety as they occur with live cameras as I have just described. The pictures are then transmitted to New York where they appear on a picture tube from which in turn they are photographed on film.

At a later time, this television recording can then either be broadcast in its entirety or it can be edited to include only the most important parts for later broadcast.

Obviously, this method presents no more problems in the way of noise, lighting or space than does live coverage, since the method of taking pictures in the hearing room is precisely the same.

And I would like to point out to those who say that this kind of television detracts from the decorum and dignity of the proceedings that the British Coronation and religious ceremonies inside churches have been televised in this way without disturbing the solemnity of the occasion.

Now we come to the third method of coverage for television broadcasting. This is the method which uses regular film cameras, not electronic television cameras, to make pictures for later broadcast. Here it is true that in the present state of the art—which we believe will be only temporary—some extra lights are necessary and there is some noise which comes from the operation of the film camera.

But let me make it perfectly clear first, that whatever disadvantages there are arising from this method can hardly be used as an excuse for prohibiting the first four methods, and second, in any event these difficulties involving film cameras are not anything which television has added. Broadcasters use the same film cameras which the newsreels have

A DEBATE ON RADIO-TV COVERAGE

BROADCAST coverage of government hearings should not be subject to an overall ban.

On this much Ralph W. Hardy, NARTB vice president, and Rudolph Halley, who gained national fame via tv as chief counsel of the Kefauver Crime Committee, were able to reach agreement in a debate on ABC Radio's *Town Hall Meeting of the Air* last Tuesday night. Otherwise they were largely at odds.

Mr. Hardy urged that radio and tv should have coverage rights equal to those of other media. Mr. Halley maintained that Congressional committees should have a right to limit radio-tv coverage and that a witness should be allowed to refuse to have his testimony broadcast or telecast.

Mr. Halley conceded, however, that "radio and tv have to cover public affairs so that the public can see and hear and know what's going on," and said he thought that "at the present stage" the committees and their witnesses should be allowed to determine whether they will be covered by radio-tv or not. He thought the day probably will come when witnesses will take tv coverage for granted.

Mr. Hardy described television as a "window into Washington" and maintained that the public will "never permit that window to be closed to them." Radio and television alone can make hearing rooms large enough to "accommodate America," he contended, adding that these media can be less obtrusive than others.

Further, he contended, radio and television should have the same right as other competent news media to exercise the sole editorial judgement of what they cover and what they do not cover.

Mr. Halley claimed television in particular tends to focus on "the dramatic"; that it is a new medium in the news field and is still experimenting with techniques of coverage, and that "such experimentation should not take place during hearings as important to the general public and the principals as the Watkins Committee's" forthcoming sessions investigating charges against Sen. Joseph McCarthy (R-Wis.).

Mr. Halley also observed that sometime, in order to win a witness's confidence, a lawyer may make himself "appear dumb" to the witness—and added that he personally would hesitate to make himself seem dumb to an audience of perhaps 40 million people.

Though he felt the Watkins Committee should be allowed to bar radio-tv coverage of its sessions if it wishes, he also said, "it is equally important that the public see as it is that the instrument of radio-tv coverage be perfected."

Referring to the telecasting of the Kefauver hearings a few years ago, he said that these sessions "were a summation of hearings already held and were intended to show the public what the committee had accomplished." Thus, he indicated, they differed from hearings where the purpose is to gather the information in the first place.

Topic of the debate was: "Is Radio-Tv Exclusion From Government Hearings Justified?" Listeners were asked to write in, giving their views.

How KBS Reaches 60 Million Pairs Of Ears!

Like the farmer said to the city slicker who bought his farm . . .

"you gotta love animals . . . be kind and gentle to 'em."

Hereupon he proceeded to smack the stubborn mule over the head with a two-by-four!

Seeing which the city slicker, shocked, said "but . . . you just said . . ."

"Yeah, I know . . . but in order to be kind and gentle to 'em, mister, first you gotta get their attention."

So it is with selling. You gotta be kind, gentle and persuasive with your sales message. But, brother . . . if they ain't listening . . . if you ain't got their attention, save your voice and your money, too!

Out in Hometown and Rural America KEYSTONE BROADCASTING SYSTEM *has their attention.* ONE HUNDRED AND TWENTY MILLION EARS WORTH! You can use the entire 758 stations or any part of the network. We'll gladly build you a network to suit your sales problem. No obligation of course!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓**TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓**MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓**ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Bolltone			
6:30	Co-op George Sokolsky	Mr. & Mrs. North	Mutual Benefit On the Line with Bob Considine (548)	
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00	Highway Frolics	Amer. Tob. Jack Benny (st. 9/26)	Rod & Gun Club–Co-op	NBC Concert Orchestra
7:15				
7:30		Amos 'n' Andy	Wonderful City	
7:45				
8:00		Johnny Dollar S	Heartbeat of Industry (st. 9/12)	Co-op Sunday with Dave Garroway
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45				
9:00	Lorillard Taylor Grant	Edgar Bergen-Charlie McCarthy Show (206)	The Army Hour	
9:15	Frank Conniff			
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Co-op Men's Corner	Fibber McGee & Molly *3-Plan
10:15	Geo. Hamilton Combs	Man of the Week	Hazel Markel Co-op	Heart of the News
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News from NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	Budweiser Bill Stern	Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Co-op George Hicks	No Service		No Network Service
	Vandercook C10	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Co-op Quincy Howe	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Gen. Mills, Lone Ranger (153)	Longines Symphonette	Co-op Dinner Date	No Network Service
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	General Motors Henry Taylor (159)	Toni & Carter Corliss Archer (200)	In the Mood	One Man's Family
	American Music Hall		The Falcon *	
	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Hollywood Bowl Concerts thru 9/29
	Camaratta Music Show	Liggett & Myers Gunsmoke (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
			Co-op Mutual Newsreel	
	Sammy Kaye	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Co-op Reporters Roundup	Cities Service Band of America (113) N
		Robt.Trout, News Chevrolet (197)		
	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery (188)	Fibber McGee & Molly *3-Plan
	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
	Philco News			
	Martha Lou Harp		Distinguished Artists Series	Two in the Balcony
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	Budweiser Bill Stern	Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Co-op George Hicks	No Service		No Network Service
	Vandercook C10	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Co-op Quincy Howe	Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	General Mills Silver Eagle	Longines Choraliers	Co-op Dinner Date	No Network Service
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Bellone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Jack Gregson	Amana People Are Funny (172) LB 9/23	Coca-Cola Co. The Eddie Fisher Show (245)	Toni Co. One Man's Family (182)
	News S		Mickey Spillane Mystery *	It Happens To You S
		Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	(Co-op) High Adventure	Liggett & Myers Dragnet (197)
	News S			
	Co-op Town Meeting	Stop the Music	Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
		Whitehall 9:15-9:30 (206)	Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D Canham (20)	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Search That Never Ends	
		Robt.Trout, News Chevrolet (197)	9:55-10 (404) Lorne Greene	
	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
	Turner Calling	Davies Orchestra	Manhattan Crossroads Co-op	Heart of the News
	Edwin C. Hill			
	Martha Lou Harp		Co-op State of the Nation	Listen to Washington
	Chautauqua Story	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (30)
	Budweiser Bill Stern	Dwight Cook's Guest Book
	Co-op George Hicks	No Service
	Vandercook C10	Kaiser-Willys Lowell Thomas (155) R
	Co-op Quincy Howe	Tenn. Ernie
	Gen. Mills, Lone Ranger (153)	Longines Symphonette
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)
	Jack Gregson	Wrigley FBI in Peace War (190) R (*)
	News S 8:25-30	21st Precinct
	Sammy Kaye	Crime Photographer
	News S	9:25-30 (9 Sanka Salute
	Paul Whiteman Varieties	Gen. Fds.-Jello Amos 'n' And 9/13-9/27 MWF (200)
		Robt.Trout, N Chevrolet (19
	Co-op Headline Edition	Mr. Keen
	Turner Calling	M-F Dance Orchestra
	Philco News	
	Chautauqua Student Symphony	
	Songs by Dini	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Collector's Item
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review		Co-op John T. Flynn	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	The Leading Question	Studio Concerts	TBA
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	The Barbasol Co. Barbasol Time	
1:00	Churches of Christ Herald of Truth (108)	Bob Trout Chevrolet (205)	Wings of Healing Global Frontiers	Listen to the Witness
1:15		String Serenade 1:05-30	World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	RealLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Easy Does It	
	Sterling Drug My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
	G.Mills M-W-F Soeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Co-op Kenny Baker Show 9/13	
	When A Girl Marries (165) Carnation Co.	Kellogg Toni, Adolph's (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
	Mdrn. Romances M—Cats Paw Tu-F—sust.	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P-P Strike It Rich (179)
	Ever Since Eve	Pillsbury (206) R Toni	S. C. Johnson News	
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	C-P-P The Phrase that Pays (183)
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
	Valentine	General Foods Wendy Warren (159)	Down at Holmsey's	Pauline Frederick Reporting
	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (166)	12:20-12:30 Carl Warren's Guest Time	
	N.S.A.	Whitehall Our Gal Sunday (179)	12:30-1 No Service	No Network Service
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Ozydol Ma Perkins (167)	Ray Heatherton	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		Galen Drake		Egbert & Ummly 8:30-9:30
		St. Louis Melodies	9:30-9:35 Les Higbie News	
	(10-10:30) Table Products, Inc.	Co-op Garden Gate	No Network Service	Eddie Howard's "Just For You" Show
		Galen Drake		
	Ralston & Nestles Alternate wks. Space Patrol (284)	Calgon Galen Drake (65)	10:30-10:35 W. Fanning News	Pet Milk Mary Lee Taylor (144)
		Nehi (163) Robt. Q. Lewis	10:35-11 Country Cousins Corner	
	Platterbrains	TDA	Helen Hall	
		Helene Curtis (160)	No Service	
	All-League Clubhouse S	Van Camp (160)	11:30-35 W. Fanning News	
			11:35 U. S. Military Academy Band	
	101 Ranch Boys S	12-12:30 Romance S	Farm Quiz	Roadshow 9/18
	American Farmer S	Carnation, Stars Over Hollywood (201)	Co-op N. E. Barn Dance Jamboree	
	Navy Hour S	Carter City Hospital (205) Tasti Diet Galen Drake (st. 9/11) (205)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)

DA

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing W Inc. Dr. Oral
2:15	
2:30	Dr. W Wings of
2:45	
3:00	Sammy
3:15	
3:30	Dr. Billy G Hour of D
3:45	
4:00	
4:15	Gospel Ba Old-Fash Revival H
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

ING

FOR SEPTEMBER 1954

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Choraliers	Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
8:00	Jack Gregson	Meet Millie (*)	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15	News S			
8:30	News S	That's Rich	Co-op Crime Fighters	Dr. Sixgun S
8:45	Sammy Kaye		Johns Manville Bill Henry 9:05 Spotlight Story	Adventures of the Scarlet Pimpernel
9:00	News S	On Stage with Cathy & Eliott Lewis	Co-op News Reel	
9:15	Ephrata Park Treas. Show S	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Author Meets the Critics	W. W. Chaplin News 9:30-35
9:30	Co-op Headline Edition	Robt. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Senor Ben 9:35-10
9:45	Turner Calling	Mr. Keen	Manhattan Crossroads Co-op	Fibber McGee & Molly *3-Plan
10:00	Edwin C. Hill	M-F Dance Orchestra	Musical Caravan	Heart of the News
10:15	Front & Center			Jane Pickens Show Co-op
10:30	Indoors Unlimited	News	Co-op Virgil Pinkley News	No Network Service
10:45	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Symphonette	Gabriel Heatter	Miles Labs News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	Jack Gregson	Mr. Keen (*)	Counterspy *	Treasury of Stars
8:15	News S			Toni "_____"
8:30	News S	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	Stars in Action
8:45	Sammy Kaye	Godfrey Digest	Johns Manville Bill Henry 9:05 Spotlight Story	Stars in Jazz
9:00	News S	Arthur Godfrey Digest	Co-op Mutual Newsreel	
9:15	The World We Live In	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Have a Heart	Harkness News 9:30-35
9:30	Football Forecast S	Robt. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	All Star Parade of Bands 9:35-10
9:45		Mr. Keen	Manhattan Crossroads Co-op	Gillette Fights
10:00	Philco News	M-F Dance Orchestra	Fall Out	TBA
10:15	Capitol Concerts			
10:30	Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
10:45	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
6:15		Memo From UN		H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase
6:45	Co-op Sports Afield with Bob Edge	Daniel Schorr	8:55 Johnson-News Repeat	
7:00	Show Time Review	Capitol Cloakroom	Co-op Sam Levine	Stars from Paris
7:15	The 3 Suns		Co-op Report from Washington	
7:30	Dinner At The Green Room S	Dance Orchestra	Keep Healthy	Inheritance
7:45			The Globe-Trotter	
8:00	8:00-8:05 ABC News	Escape	True or False	The Big Preview
8:15	Dancing Party S			
8:30		Night Watch	Magic Valley Jamboree	
8:45		P. Lorillard Two For The Money (208)	Hawaii Calls	
9:00				
9:15		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:30		10-10:05 Daniel Schorr		
9:45	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Dude Ranch Jamboree
10:00				
10:15	Music	Dance Music		Pee Wee King Show Co-op
10:30				
10:45	Moonlight Serenade S	News	Airmen of Note	News from NBC
11:00	At Ease S	Dance Orchestra	Dance Orchestra	No Network Service
11:15 PM				

IME

SUNDAY

	CBS	MBS	NBC
	Occupation Piece Longines Symphonette (126)	Lutheran Hour (479)	U. of Chicago Roundtable
		Bandstand USA	The Catholic Hour
	World Music Festival	The Barbasol Co. Barbasol Tune Time	
	Robt. Trout Chevrolet (205)	Co-op Merry Mailman	Youth Wants To Know
	ON A SUNDAY AFTERNOON	Band Concert	
		The Barbasol Co. Barbasol Tune Time	
		CBC Symphony Orchestra	
		Flight in the Blue	Weekend 9/19 & Thereafter
	Sun Oil Co. Rhythm of the Road (31)	The Shadow Harrison Prods. Inc. R. J. Reynolds (550) (Both Participating)	
	On A Sunday Afternoon	True Detective Mysteries	TBA
	Robt. Trout Chevrolet (205)	5:50-6:00 State Farm Mut. C. Brown	Nutrilite Show 9/19 & Thereafter

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (163)	Ray Heatherton	
		P&G Duz Guiding Light (161)		
		GF Swan-Cal. Mrs. Burton (148)	Luncheon with Lopez	
	No Network Service	P&G Tide Perry Mason (173)		No Network Service
	Betty Crocker M-W-F Dorese Bell Tu&Th S	Toni & Bristol Myers Nora Drake (197)	2:25 Johnson & Son, News	
		P&G Ivory Fl. Brighter Day (177)	Wonderful City	
	The Martin Block Show 2:35-4	Miles Labs Hilltop House LB 9/24 (147) R		P&G Welcome Travelers
		Lever, Kellogg Housesarty * (132) R	Ruby Mercer Co-op	
		Pillsbury House Party (194) R*		P&G Popper Young (166)
		Mike & Buff		P&G Right to Happiness (163)
	Reed Browning Show 4-4:25	No Service	No Network Service	P&G Backstage Wife (175)
	Betty Crocker M-W-F		Mutual Music Show	Sterling MWF Toni Tu-Th Stella Dallas (162)
	Treasury Bandstand	4:55-5 News	Tony Martin's Musical Quiz	Sterling M-W-F Toni (Tu-Th) Widder Brown (102)
	Co-op Austin Kiplinger		Co-op Kite Flight	Manhtn. Soap Woman in My House (188)
	Art and Dotty Todd	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Just Plain Bill
	Gloria Parker			C-P Lorenzo Jones (191)
	Musical Express	Miles Labs Curt Massey LB 9/24 Time (149) R	MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Front Page Farrell
				It Pays To Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer Show	
		Peter Lind Hayes		
		Let's Pretend		
	Festival	Dance Music	Sports Parade	
		Allan Jackson Chevrolet (205)		
		Report From Overseas	Bandstand U.S.A.	
		Adv. In Science		
		Farm News		
		World Assignment		
	Chautauqua Symphony	Operation Music	Salute to the Nation	
		Treasury Band Stands		
		Allan Jackson Chevrolet (205)	Mac McGuire Show	
	Horse Races	Washington U.S.A 5-5:30		
			5:00 Teen-agers Unlimited	
	Labor & Management	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
			E. Holles News	

Roadshow 1:30 Until Start of Football Game

Approx. 2:30-5:30 Football Games

Approx. 5:30-6 Roadshow 9/18 & Thereafter

program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:55 a.m. Sun. Lou Cioffi—News (8)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
2:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Victor A. Bennett Co. (Agcy)
Sun.—News 12 Noon-12:05 p.m.; 4:00-4:05 p.m.; 5:00-5:05 p.m. 44 Sta.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Pillsbury drops alt. F. only on Arthur Godfrey 9/3 replaced with
Glamourene Inc. Hicks & Griest Agency
Arthur Godfrey alt. Fri. 11:15-30 a.m. st. 9/17
Amos 'n' Andy Mon.-Fri. 9:30-55 p.m.
Gen. Foods—Jell-O Young & Rubicam, Inc.
St. 9/13-9/24 M. W. F.
St. 9/27-9/30 M-Th
Arthur Godfrey Time
10-10:15 a.m. A. H Staley Mfg. alt. days M-F, Pet Milk Co alt. days.
10:15-30 a.m Campana Sales M-F alt. days, Star Kist M-F alt. days.
10:35-45 a.m. Minn. Mining Mfg. Co. M.-W. alt. F., Gen. Motors-Frigidaire Tu-Th. alt. F.
10:45-11 a.m. Kellogg M.-W. alt. F., Toni Tu.-Th., Adolph's alt. F.
11-11:15 a.m. Lever M.-W. alt F., Nat. Bisc. Tu.-Th. alt. F.
11:15-30 a.m. Pillsbury M.-Th. alt. F., Toni alt. F.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m., st. 9/15 N S C & B
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta. Sidney Garfield Assoc
Galen Drake—Calgon Sat 10:45-55 a.m., 65 Sta. Ketchum, MacLeod, & Grove

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m Sunday.
5:55-6:00 p.m. M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m. M-F Johns-Manville, Bill Henry
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
Pan American Coffee Bureau-Tues. & Thurs.
SOS Co. Mon. & Thurs. eff. 9/13
Harrison Products—"Shadow" for 9/5, 9/12 only
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28);
Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA, Fibber McGee & Molly; Second Chance; It Pays to Be Married.

used for many years. Newsreel cameras have been allowed to cover legislative hearings in the past—before television came along. So whatever distractions film cameras might cause, the congress seems to have lived with them in the past.

In fact, during the last 15 months, CBS News has on some 85 different occasions covered congressional hearings by film camera, yet there was no outcry and no great difficulty. If the disturbance caused by film cameras were as bad as some people would have you believe, it seems to me that they would have been banned from legislative hearings long ago—yet their presence was taken for granted.

So much for the technical details. At this point we want to emphasize that the right to cover legislative hearings for broadcasting necessarily carries with it the freedom of a choice as to what method of radio or television coverage to use. The form of coverage must depend on the circumstances. Nobody would suggest that newspapers should be deprived of the right to cover legislative proceedings simply because a few of them sometimes choose to print the entire testimony while most others print only summaries. All we ask is the same choice for radio and television.

But it is not the broadcaster's interest in this matter which concerns me chiefly this evening. The larger issue raised by the Senate committee ruling transcends personal considerations.

This is a complicated world in which we live and there are many difficult problems that all of us must face and do our share to resolve. That is part of our privilege of citizenship.

The Need To Know

But if you and I are to help make this a more orderly, peaceful and happy world, we must first have the facts on which we can base intelligent action. In a democracy our best protection against the uncertainties of the future is that we know what is going on, that we are informed. It is the informed people which in the long run makes the wise decision and reaches the sensible conclusion.

I can only leave it to your own judgment whether some of the events which television and radio have covered in their own way—the explosion of the hydrogen bomb, the national political conventions, the Coronation of Queen Elizabeth and the Army-McCarthy hearings—have contributed to your personal awareness and understanding of history in the making. I believe they have.

But electronic journalism—radio and television—cannot continue to play its rightful role if it is not allowed to do so. We at CBS earnestly believe that in these times any means of communication which can help bring light, stimulus and knowledge to the minds of men must be kept free and open to all points of view.

It is for this reason that we at CBS ask your support in our efforts to lift the curtain of silence that has descended on the forthcoming hearings. We ask the committee itself to reconsider its ruling against radio and television so that you, sitting in your own home, always may exercise one of your most precious rights: The right to be informed.

PROGRAMS & PROMOTION

'EMANCIPATION' BROCHURE

NEW "EMANCIPATION PROCLAMATION" originating in New Orleans is announced in a brochure being sent to agency and advertising executives by uhf ch. 61 WJMR-TV New Orleans, to claim that a million viewers are no longer "chained" to one tv channel there. Declaring that UHF is more than just Ultra High Frequency, WJMR-TV says that it is also the Uninhibited Happy Feet of children; the Unquestionably High Flying of modern planes preferred to slower traveling models; the Unlimited Haul of Fish preferred to a single catch. So . . . WJMR-TV queries, why be limited when that 100 kw CBS-ABC-DuMont affiliated station offers a choice of programs? Whether the "HR" factor is defined as high ratings or human relations, the booklet claims, WJMR-TV is increasing in both departments. Cartoons and stories about station people, a description of facilities (which includes color equipment) and merchandising and promotion plans round out the illustrated promotion piece.

KYW FOOD PLAN

KYW Philadelphia is sending to advertisers and agencies a pamphlet describing its Feature Foods plan whereby a food product advertised over the station is guaranteed a minimum of 200 merchandising and check sessions in 300 stores and 100 check calls in chain stores to determine the status of the product in the buying area. Products are also guaranteed 100 one-week special displays in Supermarkets and 50 "bargain bar" store promotions besides having additional display material, shelf extenders, and "shelf talkers" distributed by Feature Foods staffers.

WET BUT LOYAL

DESPITE a heavy downpour of rain, nearly a thousand people turned out to attend a six-hour open house Aug. 11 to help KWRT Boonville, Miss., celebrate its first birthday, the station reports. KWRT, a 1 kw daytimer operating on 1370 kc, is owned and operated by William R. Tedrick.

WFMY-TV MARKET SURVEY

WFMY-TV Greensboro, N. C., is sending to advertisers and agencies a market survey titled "Let's Take a Good Look at the Sales Picture in North Carolina," billing itself as tops in coverage of the Piedmont area. Claiming the Greensboro-High Point community area to be tops in retail sales in North Carolina, the station states the purpose of the brochure as ". . . designed to show that through WFMY-TV the advertiser can reach more of the Prosperous Piedmont than through any other television station."

TV QUERIES ANSWERED

QUESTIONS of viewers about television were answered on *Let's Talk Tv*, a program aired recently by WBTV (TV) Charlotte, N. C. Kenneth I. Tredwell and J. Robert Covington, vice presidents of Jefferson Standard Broadcasting Co., licensee of WBTV, appeared on the program along with announcer Doug Mayes and answered such questions as "Why are so many repeat programs presented during the summer?" and "Why are some stations top power with 100 kw and others with 316?"

WBKB (TV) GOVERNMENT SERIES

DOCUMENTARY film series designed to acquaint the average citizen with all phases of state government has been launched by WBKB (TV) Chicago. Titled *Illinois Governments*, the program comprises films produced by the U. of Illinois in cooperation with the Institute of Government and Public Affairs. The series began Aug. 15 and covers such topics as the Illinois general assembly, the executive branch, local judiciary, state courts, Chicago government and various sub-governments. Telecast each Sunday, 12 noon-12:15 p.m., the program features as moderator Prof. Royden Dangerfield, director of the government institute.

Uranium Promotion

CURRENT "uranium boom," often referred to as the West's "second gold rush," is being used to promotional advantage by KSL Salt Lake City, Utah. That station has sent authentic uranium stock certificates, each representing 100 shares (one cent par value per share) in a Utah uranium operation, to over 500 agency and advertising executives. The certificates were accompanied by the following message: "KSL is the most radioactive advertising medium in the vast Mountain West market," as evidenced by recent Hooperatings.

CARTB INTERVIEWS EDITORS

TAPED interviews with editors of Canadian weekly newspapers in convention at Toronto August 23-26 will be made by newsmen of the Canadian Association of Radio and Television Broadcasters for broadcast over local stations. The CARTB is sending representatives to the annual meeting of the Canadian Weekly Newspapers Assn. and planning to give the meeting full coverage for stations in the various localities where weekly newspapers are published.

CBC TO AIR FORUM PROGRAM

WIDE variety of topics are to be discussed on the weekly *Citizens' Forum* program over the Trans-Canada network this fall and winter. The Canadian Broadcasting Corp. has announced the 1954-55 program schedule carried by 35 CBC and independent stations Thursday evenings. Included are such topics as divorce, is civil defense obsolete? free enterprise in Canada, have we a free and responsible press? how important is the Commonwealth? are we satisfied with Canadian broadcasting? and teacher goes to school. The series starts Oct. 14 and runs to March 31.

CKVL BROCHURE

CKVL Verdun, Que., soon to go to 10 kw, has distributed to advertisers and agencies a four-page picture story of the station, its staff and activities. The station, located in a suburb of Montreal, has seven studios in its building, including a 400-seat theatre, as well as the CKVL-FM transmitter. Pictures show various control rooms, studios, mobile equipment, offices and the staff restaurant, how the station covers elections and public service operations.

WNHC-TV 'CRASH' COVERAGE

ALERTED by a plane crash story on the news ticker Jack Young, photographer at WNHC-TV New Haven, Conn., rounded up Frank Hogan, his assistant, Jim Harvey, an engineer with some sound equipment, and Brace Gilson, announcer, and took off for a 90-minute drive through the rain for Preston, Conn. Here the photographers split up to get different angles

for their shots of the still smoking ruins of a crashed plane, while Mr. Harvey set up the sound equipment and Mr. Gilson tried to line up witnesses for interviews. They finally got the story from a man whose house faced the crash site, took the film back to the station and got it into the 6:45 p.m. news program, and then sent clips to CBS for use in the Doug Edwards newscast at 7:30 p.m.

WKNX-AM-TV FILE FOLDER

WKNX-AM-TV Saginaw, Mich., is sending to advertisers and agencies its latest brochure in the form of a file folder for that station. The front and back covers advertise the tv and am outlets, respectively, and a copy of WKNX-TV's rate card No. 1 is printed on the inside front cover. The inside back cover shows a map of WKNX's coverage area.

'MR. PLUS' ON RADIO

FIRST page of each batch of news releases from MBS these days carries an item about the widespread distribution of radio sets, set off from the rest of the page with rules and headed, "Mr. Plus Asks:" Typical questions asked by Mr. Plus are: "Did you know that there are now more than 30 million automobiles equipped with radios?" "Did you know that more than one in five homes now has three to seven radio sets placed throughout the house?" "Did you know that more radio sets are purchased than any other electrical appliance made?"

CJON LUNCHEON BULLETINS

CJON St. John's, Newfoundland, has begun placing brief news bulletins on tables at service club luncheons because station management felt more young executives could be reached during the daytime hours. The bulletins contain local and national news which happened within an hour of the luncheon club meeting and ends with a reminder about a special CJON program that evening.

SIMULATED TV SCREENS

KVAL-TV Eugene, Ore., reports that an easel-type sign simulating a tv screen has been distributed to television dealers in the area and has not only met with widespread dealer approval, but, according to the station, the signs have been an aid in stimulating immediate set sales. Inserts listing the outstanding programs for each night of the week are provided for the make-believe screens.

WRAD FAN CLUB PROMOTION

WRAD Radford, Va., has organized what is said to be the largest Eddie Fisher Fan Club in the U. S. and the first started by a radio station. The club recently celebrated Mr. Fisher's birthday with a station-sponsored party, which filled a large city auditorium. Records and photographs, autographed by Mr. Fisher for the occasion were given away and large birthday cakes were donated by local merchants. Features of the celebration were pantomimes of their namesake's records, guessing games and a contest to select the girl who could most easily pass as Mr. Fisher's sister. The station reports great audience response to the promotion and inquiries from other stations on how to inaugurate similar clubs.

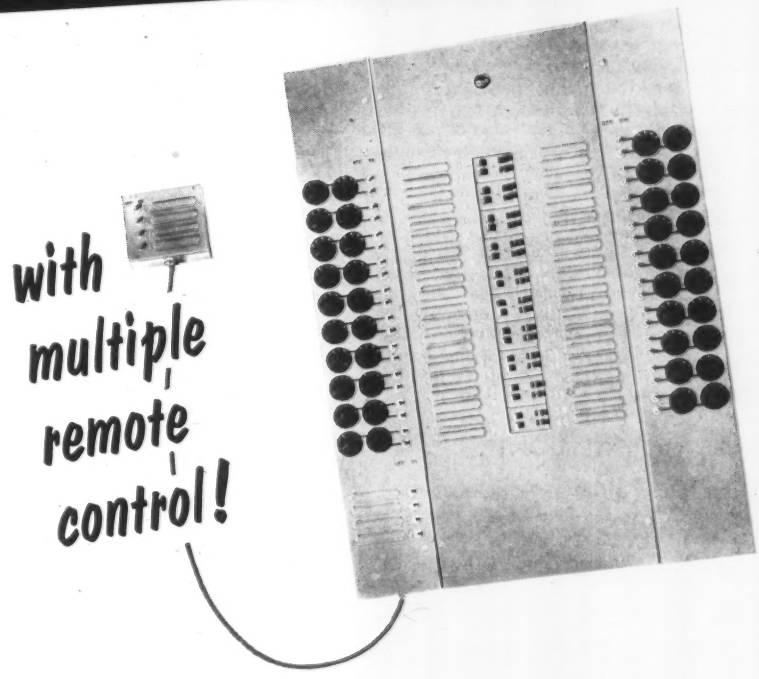
RAY BOLGER SHOW PROMOTION

AS PART of a multi-million dollar sales campaign by Lehn & Fink Products Corp., N. Y. (cosmetics), sponsor of the new *Ray Bolger Show* (ABC-TV, Fri., 8:30-9 p.m. EDT), the company will launch a $100,000 "Ray Bolger Retailer Display Program" on Sept. 7, ten days

NOW... save space—save costs

with the rust

TV studio lighting CONTROL PANEL

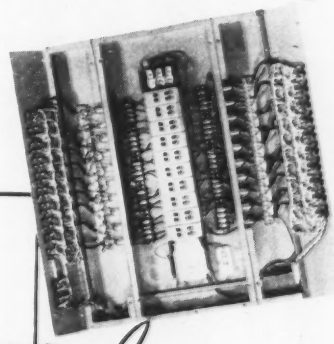


Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes six pre-set combinations of 40 lighting circuits from one or more control points.

Six pre-set control positions each accommodate from 1 to 40 circuits. Six master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small thirteen-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.



SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Six pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38⅛" high, 28½" wide, 4¾" deep. Shipping weight: 260 lbs.

PRICE* $890.00

*F.O.B. Manchester, N. H. complete with one remote control unit.

the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

before premiere of the tv show. Some 10,000 animated counter displays on the new program are being distributed to druggists throughout the country. Additionally, a special movie made by Mr. Bolger and Edward Plaunt, president of Lehn & Fink, will be shown at a series of the company's regional sales meetings.

WICS (TV)'S FIRST REMOTE

WICS (TV) Springfield, Ill., Aug. 6 aired its first live remote telecast, the first of a series of weekly programs direct from the 1954 Illinois State Fair. The station also arranged a "See Yourself on Television" closed circuit feature for visitors to the exhibit and announced the schedule of shows to originate at Television-Radio Hall on the fairgrounds.

KEEN COVERS FAIR

SPECIAL remote studio for direct broadcasts from all parts of the Santa Clara County Fair, Sept. 13-19, will be constructed at the fair grounds by KEEN San Jose, Calif., for the seventh consecutive year. Highlight of the week's broadcasts will be *Stars of the Future* amateur hour, from a $50,000 portable stage on the fairgrounds.

CARRIES CAPITAL CONTEST

LIVE play-by-play coverage of the Babe Ruth League world series in Washington was provided by WHAR Clarksburg, W. Va. Bob Toothman of that station handled the play-by-play with Bill Gold, *Washington Post-Times Herald* columnist, doing the color.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

GERMAN TELEVISION PRODUCTION UP

Great strides are seen in West German set manufacturing as sales curve rises along with viewer interest. Fm radio stations are planned in Switzerland and Holland to lick coverage problems.

WEST GERMAN tv set manufacturers expect something like a tv boom for the rest of the year.

During the first half of 1954, a total of 36,840 tv sets were manufactured in West Germany. In the opinion of manufacturers, demand will increase within the next few months at a rate never experienced before. They expect to turn out at least 120,000 tv sets for the rest of this year.

A line of new tv set models will be put on the West German market within weeks. Set buying is expected to concentrate on 15-inch tube models selling presently at a retail price of around $150. Previous buying, however, concentrated on the 18-inch models.

German manufacturers are convinced that the demand will shift to small-tube sets as new groups of buyers who cannot afford the bigger sets move in. They point to the fact that the medium and lower income groups in the country are an almost untouched market.

The biggest promotion tv has had so far in West Germany was Eurovision sports shows, according to a survey conducted by North West German Radio. World Soccer Championship final game reached a total audience of two million in West Germany alone. With less than 80,000 sets in operation there, that means that every tv set in the country was crowded by 25 persons.

Tv set manufacturers hope to sell to this two million audience when the West German television stations put more sports programs in first place programming.

The number of tv set licenses meantime is skyrocketing to new highs. Total is now 1,000% compared with the total of 10 months ago. By August 1 there were 40,980 licensed sets. Another estimated 40,000 are operated illegally, without a license.

Following statistics indicate a growing percentage of exported sets aside of huge total gains.

German tv sets		total manufactured	exported
	1951	401	-
	1952	4,664	109
	1953	52,583	3,433
first half of	1954	36,840	7,400

More reports on long-distance tv reception are evident. A set owner in Osnabrueck, West Germany, has reported reception of a 90-minute show originating in Leningrad, Soviet Russia. A set retailer in Sweden reported a case of long-distance tv reception over more that 1,300 miles. He photographed (via his tv set) shows transmitted by an Italian television station and programs broadcast by the Leningrad, Soviet Russia, tv station. In both cases ordinary home tv models were used.

Swiss Radio has approved construction of 12 new vhf fm radio stations throughout Switzerland. The move came after complaints about bad reception conditions showed that about 150,000 Swiss radio listeners (11% of total audience) live in areas with a too low field strength.

Latest French statistics put the number of radio sets in use at a total of 8,428,638 (20% of total population).

In Holland, construction of a vhf fm radio network is being planned by the government. Completion of the network will take three years. First three stations will be built in Hulsberg, Hengelo and Hoogezand. Network is said to be added to the present radio network to get better receiving conditions throughout the country. Another plan of the Dutch government provides for construction of new shortwave transmitters for the international service.

UER, European Radio Union, the member nations of which staged the Eurovision network recently, has approved a plan for a new tv hookup from September 1954 to January 1955. According to European tv officials, many technical difficulties must be overcome to put technical quality of European international programs at a level that has been reached by the different national networks in Europe.

Main problem still is transformation of signals into the respective technical system in use in different European countries. France uses a 819-line system, Britain 405 lines and the other European countries adopted 625 lines. Line transformers presently used are still a source of trouble.

Canadian Agencies Bill $28 Million in Radio, Tv

RADIO-TV billings through Canada's 88 advertising agencies last year totaled about $28,000,000, according to a report of the Dominion Bureau of Statistics, Ottawa. Radio and tv billings were up 1.1% to a total of 18.7% of the $144,339,308 handled by the agencies.

Gross revenue to the 88 agencies from commissionable billings totaled $21,591,718 in 1953. Last year there were 2,880 persons employed by Canadian advertising agencies with a payroll of $13,630,975.

Practically all sizes of agencies increased their percentage of radio-tv billing in 1953, according to the report. Thirteen agencies doing less than $100,000 last year did 24% of their business in radio-tv accounts (15.4% in 1952); 32 agencies in the $100,000-$499,999 group did 15.7% in 1953 (16.9% in 1952); 11 in the $500,000-$999,999 category handled 17.8% in 1953 (14.3% in 1952); 16 in the $1,000,000-$2,499,999 bracket handled 16.3% last year (18.4% in 1952); nine in the $2,500,000-$4,999,999 group increased billings to 21.2% in 1953 (19.1% in 1952), and seven agencies doing $5,000,000 and over billed over 18.6% in 1953 radio-tv-accounts against 17% in 1952.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

BBC Goes to 16mm

BRITISH BROADCASTING Corp. film producers currently are replacing 35mm equipment with 16mm equipment, Dick Sheppard, film supervisor of S. W. Caldwell Ltd., Toronto film importers, reported on his return from a three-week trip to Great Britain. The conversion is of special interest to Canadian tv station operators who use only 16mm film and to whom BBC film is being made available. BBC film people are making the move, Sheppard states, to lower production costs and standardize British equipment with that in use in North America.

CKBB SEEKS CH. 3 AT BARRIE, ONT.

APPLICATION for a tv license has been made by CKBB Barrie, Ont., and four applications for new broadcasting stations also will be heard at the September 21 meeting of the Canadian Broadcasting Corp. board of governors at the Chateau Laurier Hotel, Ottawa.

Ralph Snelgrove, owner of CKBB, has applied for ch. 3 with 14 kw video and 7 kw audio power. Company operating the tv station would be known as Ralph Snelgrove Television Ltd.

Broadcasting station license has been applied for by Bathurst Broadcasting Co. Ltd., Bathurst, N. B., for 250 w on 1400 kc. Albert A. Bruner has applied for a daytime station at Leamington, Ont., with 250 w on 710 kc.

Two applicants for a new broadcasting station at Saulte Ste. Marie, deferred from the previous meeting of the CBC board, will be heard again. They are John Lionel Cohen and Carmen Primo Greco. Both seek 250 w stations on 1400 kc.

CJOC Lethbridge is requesting increase in power from 5 kw on 1220 kc to 10 kw daytime and 5 kw nighttime on 1220 kc. CJBR Rimouski has requested power increase from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford wants to change frequency from 94.7 mc to 92.1 mc.

Emergency transmitter licenses are being asked for by CKRD Red Deer, CHNC New Carlisle and CKOM Saskatoon. A large number of stations have requested permission to make share transfers.

CKLW-TV Staff Named, Includes S. C. Ritchie

S. CAMPBELL RITCHIE, for several years program director of CKLW Windsor, Ont., has been appointed director of operations for CKLW and CKLW-TV, which is planning to debut in early September, it was announced last week by J. E. (Ted) Campeau, president.

Mr. Campeau announced several other appointments. Arthur MacColl, film director at WJBK-TV Detroit for 2½ years, assumes that position with CKLW-TV. Don Sharon will be his assistant. Bruce Chick, continuity director for radio, is now tv traffic director. Don Grant, assistant chief photographer for the *Windsor Daily News* for 15 years, has been named news photographer.

Three tv directors have been appointed: Al Venning, Charles Broadhead and Bernard Holland. Frank Quinn, formerly of Chrysler Corp., has been assigned to tv production. Charles Knight will be art director and Giles McMahon will devote a large part of his time to program promotion.

John Gordon has transferred from chief announcer to program director of radio. Margaret Marshall will be in charge of CKLW traffic and continuity. Art Turnbull, staff announcer for the past 12 years, has assumed new responsibilities as director of production facilities.

Canadian Political Tv Study Planned in Fall

WHAT PART Canadian television will play in politics is to be discussed at a meeting of Canada's political parties with the Canadian Broadcasting Corp. at Ottawa this fall. With Canadian tv only two years old, political parties have not yet used the medium extensively.

At the 1953 general federal elections there were only two stations in operation. By the end of 1954 there will be close to 25 stations on the air across Canada. It is expected that a formula similar to that used on radio broadcast stations will be developed, which gives the various major political parties free time based on their standing in the Canadian House of Commons.

At election times CBC stations do not sell time to candidates, while independent stations are permitted to do so. It is not known yet if CBC will continue this rule on tv, inasmuch as tv costs are much higher than radio. Only political telecasts to date have been at the 1954 Toronto civic elections, when city-wide candidates were given an opportunity to air their platforms at one free program period.

Canadian Tv Set Sales Continue Upward Climb

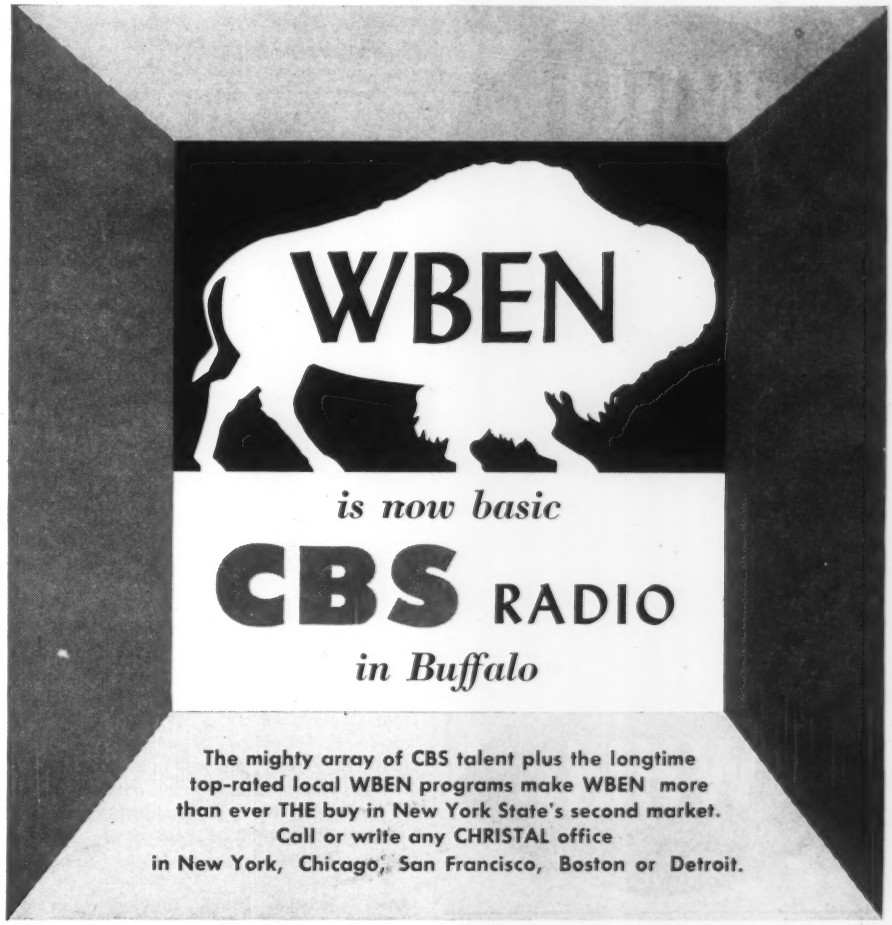
SALES of television receivers in Canada during June were 22,343 sets, bringing the total sales of the first half of the year to 181,233 sets valued at $65,084,060, according to figures of the Radio-Television Manufacturers Assn. of Canada. This compares to sales of 125,140 receivers for the first half of 1953.

Factory production of tv receivers for the first half of the year amounted to 211,480 sets compared to 167,853 in the first half of 1953. Canadian tv factories plan to build another 104,343 tv receivers in the next three months, according to the association report.

Distribution of sales for the first half of 1954 shows 84,808 sets sold in the province of Ontario, 61,977 in Quebec province, 18,600 in British Columbia, 10,109 in the three prairie provinces, and 5,739 in the four Atlantic Coast provinces.

CHCH-TV Revises Rates

CHCH-TV Hamilton, Ont. (ch. 11), has released a new rate card, effective Sept. 15, with Class A one hour starting at $400. One minute spots Class A are $90. No frequency discounts are given for periods of less than 15 minutes. In staff changes, S. J. Bibby has been appointed assistant manager, J. R. Peters commercial manager, Russ Eastcott program manager, and Tom Sutton executive production director. Ken Soble, owner of CHML Hamilton, is general manager.


WBEN
is now basic
CBS RADIO
in Buffalo
The mighty array of CBS talent plus the longtime top-rated local WBEN programs make WBEN more than ever THE buy in New York State's second market.
Call or write any CHRISTAL office
in New York, Chicago, San Francisco, Boston or Detroit.

Colgate Merchandising Awards to WMT, Others

WMT Cedar Rapids won the $500 first prize in Colgate-Palmolive Co.'s radio-tv station merchandising contest, the company has announced. The station contest was held in conjunction with Palmolive soap's search for the "most beautiful" American schoolgirl.

C-P cited Jim Bowermaster, promotion manager at WMT, and also awarded cash prizes to the soap firm's representatives who worked with the winning station.

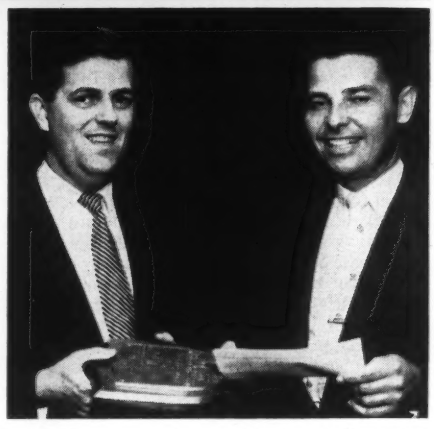
Runner-up prize of $250 went to WSAZ-AM-TV Huntington, W. Va. (Charles W. Dinkins, promotion manager).

Third prize of $150 was presented to WTVJ (TV) Miami, Fla., of which Lynn Morrow is merchandising manager.

Awards of $100 each were given to KHQA-TV and WTAD Quincy, Ill.; KGW Portland, Ore.; WNEM-TV Bay City, Mich. Other prizes of $50 each went to KOA-AM-TV Denver, KSL-TV Salt Lake City, WCCO-TV Minneapolis, KELO-AM-TV Sioux Falls and WHEN-TV Syracuse.

Honor to Brennan

LIBBY BRENNAN of WILK-TV Wilkes-Barre, Pa., is the recipient of a special resolution adopted by the Wyoming Valley Community Chest's board of directors honoring her community interest program, *Libby at Large*. Andrew Hourigan Jr., chairman of the 1953 Chest fund drive, made the presentation. Miss Brennan is woman's editor of WILK-TV.



ABOVE: Jim Bowermaster (2d from l), WMT Cedar Rapids promotion manager, receives the first prize of $500 from James V. Volmer (2d from r), C-P district supervisor. Looking on are Ray Elder (l), C-P local representative, and William B. Quarton, WMT general manager. AT RIGHT: Charles W. Dinkins (l), WSAZ-AM-TV Huntington, W. Va., promotion manager receives from John Chalek, Colgate-Palmolive Co.'s Cincinnati district manager the second prize of $250 for promoting C-P's contest to find America's most beautiful schoolgirl.

WHLI
THE LONG ISLAND STORY
DOMINATES
Long Island's Big, Rich
NASSAU COUNTY
* * *
$1,003,784,000
RETAIL SALES
(Sales Mgt.)
* * *
WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)
"THE VOICE OF LONG ISLAND"
AM 1100 WHLI FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

AWARDS SHORTS

James A. Noe, owner, KNOE-AM-TV Monroe, La., and WNOE New Orleans, and former governor of state, received replica of page from "Book of Golden Deeds," into which his name was entered for outstanding citizenship by Exchange Club of Monroe for ". . . devotion to public service in this area."

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, Hollywood, received personal commendation from Gen. N. F. Twining, USAF chief of staff, for *Storm Warning* program, which also won best public affairs program award of Radio-Tv News Club of Southern California [B•T, June 7].

WSAZ-TV Huntington, W. Va., presented Award of Merit from Forty and Eight Society for public service activity.

Sylvester L. Weaver Jr., president, NBC, presented "Citation for Public Service" for NBC-TV's "outstanding contribution to consumer education" through network's *Home* program from Grolier Society.

Hugh B. Terry, general manager, KLZ-TV Denver, presented award for outstanding public service in the field of Americanism from Leyden - Chiles - Wickersham Post, American Legion, Denver.

James Christian Pfohl, director, *Men Who Make Music,* WBTV (TV) Charlotte, N. C., awarded honorary degree of doctor of music by Cincinnati Conservatory of Music.

WJAR-TV Providence, R. I., presented Certificate of Merit from American Legion Auxiliary Dept. of Rhode Island, "in recognition of its important contribution to the . . . community . . ."

Dr. Lee De Forest, radio-tv equipment inventor, presented Medal of Achievement Award by Los Angeles Breakfast Club for outstanding service in field of electronics.

Bill Givens, KYW Philadelphia, presented certificate of appreciation of Veterans Administration in recognition of "outstanding work with hospitalized war veterans."

Sig Sakowicz, commentator, WAIT Chicago, presented President Eisenhower Award for volunteer services with special events div., U. S. Treasury Dept., for contributions to bond program and association with special events committee since 1949.

Ziv Television Programs Inc., N. Y., for its *I Led Three Lives,* awarded certificate of appreciation by Veteran of Foreign Wars for depicting for "the American people the insidious communist plot against the free world."

Austin Schneider, newsman, KVTV (TV) Sioux City, Iowa, named "Kernel of Iowa" by Iowa Press Assn. for outstanding promotion of state

and participation in state activities.

Roy Neal, news editor, KNBH (TV) Hollywood, awarded plaque from Los Angeles Community Chest for "generous and constant efforts" in behalf of Community Chest, his fight against juvenile delinquency and "excellent reporting of the facts."

KUAM Agana, Guam, commended by Guamanian Territorial Legislature for "unbiased and unprejudiced" coverage of current legislative session.

Dean Martin and **Jerry Lewis,** NBC-AM-TV comedy team, named "Citizens of the Year" in "recognition of their outstanding service to our country in many worthy charitable and civic causes" by Guardians, California organization dedicated to support of Los Angeles Jewish Home for Aged.

— PROFESSIONAL SERVICES —

Cottone & Scheiner Moves

THE WASHINGTON radio-tv law firm of Cottone & Scheiner moves Wednesday to 1820 Jefferson Place N.W., Zone 6. New telephone: Executive 3-4477. Partners Benedict P. Cottone and Arthur Scheiner formerly were FCC general counsel and chief of Broadcast Bureau Rules & Standards Div., respectively.

PROFESSIONAL SERVICES PEOPLE

W. Thomas Deason, formerly with Civil Aeronautics Administration, has established a consulting practice in Orlando, Fla., specializing in broadcast antenna surveys and locations. A pilot, Mr. Deason for 18 years was in air traffic control and communications with CAA and served as secretary and alternate commerce member of Atlanta Air Space Subcommittee.

Walter L. Tillman, formerly with RCA, to *Tv Guide,* Philadelphia, as manager, Philadelphia edition; **Gilbert Kahn,** promotion dept., New York edition, becomes manager of New York State edition headquartered in Albany.

Morris B. Rotman, president, Harshe-Rotman Inc. (public relations firm), Chicago, named chairman, Public Relations Clinic.

Robert J. Flood, account executive, Rogers & Cowan (public relations), N. Y., father of girl, Veronica Maria, Aug. 18.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

AT&T PLANS NETWORK COLOR SERVICE IN 95 CITIES BY THE END OF 1954

Currently service is being rendered in 66 cities. Most of principal routes are to be color-equipped by November. It's expected that the yearend goal will bring color service to at least the 187 stations that now receive network service.

NETWORK color television as well as black-and-white is now being fed to about 96 stations in 66 U. S. cities and the totals are expected to reach approximately 125 stations in some 95 cities by the end of this year, AT&T's Long Lines Dept. reported last week.

Ralph L. Helmreich, Long Lines director of operations, estimated the company would have most of its principal routes equipped for color by November.

The 66 cities to which color programs can now be transmitted contain a total of 146 network outlets. In the 95 cities where color is expected to be available by year's end, there currently are 187 stations that receive network service. Several other stations and cities are expected to start getting color service early in January.

While the AT&T figures show color can be sent to 66 cities, it has no way of estimating the number of stations able to receive these signals and put them on the the air via color-equipped transmitters. According to surveys by the major networks, about 50 stations are now equipped to carry color, with the number increasing each month.

Of the 59,000 channel miles of tv facilities now in service, approximately 31,000 have been re-engineered and re-equipped to carry color as well as black-and-white, the announcement said. The transformation requires new equipment for transmission, testing and monitoring, plus additional specially trained employes to set up and maintain the channels.

The Long Lines Department noted that the first public colorcast from coast to coast was carried last Jan. 1 when the Tourament of Roses Parade in Pasadena was fed to stations in 18 cities. This year also marks the 25th anniversary of the first public demonstration of color tv, the announcement added, pointing out that on June 27, 1929, a group of newsmen gathered in Bell Telephone Labs in New York to see a colorcast of an American flag flying in the breeze.

AT&T's list of the 66 cities that can now receive network color programs include:

Ames, Iowa; Atlanta; Austin, Tex.; Baltimore; Bangor, Me.; Birmingham, Ala.; Bloomington, Ind.; Boston; Buffalo; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Davenport, Iowa; Dayton, Ohio; Denver; Detroit; Ft. Worth; Fresno, Calif.; Grand Rapids, Mich.; Hampton, Va.; Harrisburg, Pa.; Houston; Huntington, W. Va.; Hutchinson, Kan.; Indianapolis; Jackson, Miss.; Johnstown, Pa.; Kansas City, Mo.; Lancaster, Pa.; Los Angeles; Louisville; Memphis; Milwaukee; Minneapolis; Monroe, La.; Nashville; New Orleans; New York; Norfolk, Va.; Oklahoma City; Omaha; Peoria, Ill.; Philadelphia; Portland, Ore.; Providence; Richmond, Va.; St. Louis; St. Paul; Salt Lake City; San Antonio, Tex.; San Francisco; Schenectady; Seattle; South Bend, Ind.; Syracuse; Toledo; Tulsa; Utica, N. Y.; Washington; Wilmington, Del.; Winston-Salem, N. C.; Youngstown, Ohio; Rock Island, Ill.

Other cities expected to be capable of getting network color by Dec. 31 include:

Bethlehem, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C.; Des Moines; Erie, Pa.; Fort Wayne, Ind.; Galveston; Jacksonville, Fla.; Knoxville; Lansing, Mich.; Lynchburg, Va.; Macon, Ga.; Pine Bluff (Little Rock); Quincy, Ill.; Portland, Me.; Roanoke, Va.; Rochester, N. Y.; Saginaw; San Diego; Sioux City; Springfield, Mass.; Tacoma; Topeka; Waterloo; West Hartford, Conn., and Wheeling.

Networks Offer Time For Democratic Rebuttal

A DEMOCRATIC National Committee spokesman said last week his party has been offered half-hour periods on ABC Radio, ABC-TV, Mutual, NBC Radio and NBC-TV to state the Democratic position on the accomplishments or shortcomings of the 83d Congress.

Democrats requested the time from all networks last Tuesday following President Eisenhower's review the day before on all radio and tv networks of the Republican administration's achievements.

The Democratic spokesman said the time probably will be used this week or next to give views of the minority party and that probably three speakers will give the Democratic side on ABC, MBS and NBC. He said he hoped the NBC part would be simulcast.

CBS and DuMont turned down the Democratic National Committee's request last week, both on similar grounds, CBS stating: "CBS is not granting time, in line with its fixed policy of not doing so when the President speaks in

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business
So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.
HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

his official capacity as President of the United States."

But the Democratic committee spokesman said Thursday negotiations have been reopened with CBS. CBS, he said, "misses the point" when it assumes the Democrats want to answer the President. The committee earlier had said it was asking for time "in view of the partisan nature" of the President's speech.

The Democratic spokesman said DuMont has indicated it will consider his party's request for time. No new negotiations have taken place since the earlier DuMont refusal, however, he said.

ABC Radio at first had offered Democrats the 9-9:30 p.m. period last Friday, but this plan was canceled, the Democratic spokesman said.

AFFILIATION agreement with ABC-TV is signed by WCNY-TV Carthage (Watertown), N. Y., new ch. 7 station scheduled to debut Sept. 27. L to r: Jim Higgins, assistant manager of WWNY Watertown, owned by the Brockway Co., WCNY-TV licensee; John B. Johnson, stations' president, and Louis Saiff Jr., general manager of the radio - tv - newspaper company. WCNY-TV is also affiliated with CBS-TV.

NBC-TV Plans Documentary To Describe Nuclear Energy

AN HOUR-LONG documentary-type show, titled *Three, Two, One—Zero,* will be presented Sept. 13 at 8 p.m. EDT by NBC-TV to tell the story of nuclear energy. The title comes from the rhythmic counting of the seconds that precedes each test blast of a nuclear device.

The program, entirely on film, will be produced with the technical assistance of the Atomic Energy Commission and other high government officials and will be prepared by the NBC-TV unit which worked on the network's *Victory at Sea* series. Henry Salomon Jr., who produced *Victory,* also will produce the atomic bomb documentary and, with Richard Hanser, will write the script. Robert Russell Bennett is the composer of an official orchestral score and Alexander Scourby will narrate.

The documentary, NBC-TV said, will use film footage available in the U. S., as well as from Russia, Japan and elsewhere and will include a selection of shots taken from 52 different nuclear plants.

WTVN-TV, ABC-TV BREAK AFFILIATION

Demand for increased payments to the network is cited by the station for negotiations stalemate. ABC-TV charged WTVN-TV with refusing to offer the network the 'free hours' the contract calls for.

STALEMATED in negotiations for a new affiliation contract, ABC-TV and WTVN-TV Columbus, Ohio, parted company upon termination of their old contract at midnight last Tuesday.

WTVN-TV already had notified ABC-TV advertisers and their agencies of the impasse and offered to continue carrying their programs on a feed from ABC, or, if ABC refused to feed, to carry them on a spot basis.

ABC-TV officials reported late last week that they were "taking care of all our advertisers" via WLWC (TV) or WBNS-TV, both in Columbus, and would not feed programs to WTVN-TV. A WTVN-TV authority meanwhile said it was set that General Mills will continue to sponsor *Lone Ranger,* half-hour film show, on WTVN-TV and that other sponsored ABC-TV shows might be held.

The parting appeared wholly amicable. Both sides made plain that no animosity was involved, but merely a failure to come to terms.

WTVN-TV's wire to advertisers and agencies cited "the network's demand for vastly increased payments by the station to the network." ABC authorities said they had offered WTVN-TV a "standard basic affiliation contract" and that WTVN-TV had turned it down. The station was represented as refusing to give the network "free hours"—the standard contract calls for 22 such free hours a month—but WTVN-TV was said to contend it knew of instances where ABC-TV affiliates did not give the network 22 free hours and that WTVN-TV did not feel it should go along if any other stations get exceptions.

Both Will Talk

Both sides indicated they would not be opposed to resuming negotiations but neither appeared willing to back down from the position it had held during the discussions.

Text of the WTVN-TV telegram to ABC-TV advertisers and agencies, signed by J. Walter McGough, general manager:

"WTVN-TV Columbus, Ohio, has endeavored to work out with ABC renewal of its basic affiliation contract to commence Aug. 25, 1954. Because of the network's demand for vastly increased payments by the station to the network, it has been impossible to arrive at a new contract.

"We believe you will want to assure the continuation of your program in Columbus after Aug. 24. WTVN-TV continues to be available to ABC network for clearance for your program. However, ABC approval will be required. If the network declines to continue service, your time period is available on a spot basis. Please direct inquiries to Ken Church (executive vice president of the station) at Katz (WTVN representative), New York, telephone Plaza 9-4460."

WTVN-TV, licensed to WTVN Inc. and associated in ownership with WKRC-AM-TV Cincinnati, is on ch. 6. WLWC (TV) is on ch. 4 and WBNS-TV is on ch. 10. Only other tv station authorized in Columbus is WOSU-TV, noncommercial educational outlet not yet on the air.

Monroe for RCA

VAUGHN MONROE, singer, bandleader and recording artist, starts a new career in September when he becomes the commercial "spokesman" for RCA on all its network radio and tv programs. RCA, through Kenyon & Eckhardt, New York, has assigned Mr. Monroe to do the commercials on the new Sid Caesar show and the Leland Hayward 90-minute color spectaculars.

CBS Appoints Koop For Both Radio and Tv

APPOINTMENT of Theodore F. Koop as director of CBS News and Public Affairs in Washington was announced last week in a further move in the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit [B•T, Aug. 23, 16].

MR. KOOP

Sig Mickelson, who heads the reintegrated radio-tv news and public affairs operations as a vice president of CBS Inc., announced the appointment and said Mr. Koop would assume his expanded duties upon return from a European vacation. In the past Mr. Koop has been director of Washington news and public affairs broadcasts for CBS Radio only.

He joined the staff of CBS News in Washington in 1948. He was with Associated Press from 1928 to 1941, later was on the editorial staff of the National Geographic Society, and during the war was an assistant director of the Office of Censorship. He recently completed a term as president of the National Press Club, the first radio-tv man to hold that post.

Spanish Language Group Forms Sombrero Network

FORMATION of the Sombrero Network, composed of seven Spanish-language stations in the Southwest, was announced last week by Richard O'Connell, Sombrero national representative.

Key station of the network is KCOR San Antonio. Other stations are KWKW Pasadena, Calif.; KGBT Harlingen, KCCT Corpus Christi, KTXN Austin, all Texas; KABQ Albuquerque, and XEDF Nuevo Laredo, Mexico.

A "package-price" service to regional and national advertisers will be offered, according to Mr. O'Connell, who has offices in New York, Los Angeles and San Francisco.

Three Take 'Garry Moore'

THREE new sponsors signed for *Garry Moore Show* on CBS-TV (Mon.-Thurs., 10-10:30 a.m. EDT; Fri., 10-11:30 a.m.), continuing the show's "sold-out" status. They are: Yardley of London Inc., for the Friday 10:30-10:45 a.m. segment, starting Oct. 1; Economics Labs, for the Friday 10:15-10:30 period, effective Sept. 19, and Miles Labs for the Tuesday 10-10:15 a.m. segment, starting Sept. 28. Agencies: N. W. Ayer & Son for Yardley; Scheidler, Beck & Werner for Economics Labs, and Geoffrey Wade Adv. for Miles Labs.

MR. DAMM MR. WHEELER MR. EVANS MR. COY MR. REINSCH

NBC AFFILIATE PANEL PLANS RADIO STUDY

A five-man committee has been named to appraise the standing of network radio. Members: Wayne Coy, Walter Damm, Ralph Evans, J. Leonard Reinsch, Edwin Wheeler.

NETWORK RADIO's place in the changing national scene will be appraised by a special NBC Radio Affiliates Study Committee, according to Robert D. Swezey, WDSU New Orleans, chairman of the NBC radio affiliates executive committee.

A five-man group of affiliate representatives will direct the study, authorized June 28 at the NBC Radio affiliates meeting held in New York [B•T, July 5]. Members are Wayne Coy, KOB Albuquerque; Walter J. Damm, WTMJ Milwaukee; Ralph Evans, WHO Des Moines; J. Leonard Reinsch, WSB Atlanta, and Edwin K. Wheeler, WWJ Detroit. The committee will name its own chairman.

Mr. Swezey said the study group "will make a full and projected inquiry into the patterns and economics of radio network broadcasting and their adaptability to changing conditions." The committee has been promised the full support of the network in retaining professional assistance needed for the project.

"Efforts of this kind have been made before," Mr. Swezey said, "but I do not believe the whole climate of the radio industry and the relationship of the network and its affiliates have ever been more favorable for the accomplishment of a thoroughly objective analysis and determined action along any corrective lines indicated by the analysis. Too many study committees merely fan the breeze and shovel water. We really expect this one to accomplish something."

Bendick to 'Today'

ROBERT L. BENDICK, former executive vice president of Cinerama Productions and previously director of news and special events for CBS-TV, has joined NBC and will produce NBC-TV's *Today* series (Mon.-Fri., 7-9 a.m. EDT and CDT). As producer of *Today* he succeeds Mort Werner, recently promoted to executive producer of NBC-TV's new Participating Programs Dept., which embraces all of the network's magazine concept programs.

'Lewis' Adds Two Sponsors

TWO NEW sponsors of quarter-hour periods of CBS-TV's *Robert Q. Lewis Show* (Mon.-Fri., 2-3 p.m. EDT) were announced by William H. Hylan, vice president in charge of network sales. Sales were to Miles Labs (for Alka Seltzer) and Doeskins Products Inc. Miles, through Geoffrey Wade Adv., will pick up the Tuesday, 2-2:15 p.m. slot beginning Sept. 28, and Doeskin, through Grey Adv., signed for the same segment on Friday, beginning Sept. 17.

Two Canada Tvs Join CBS-TV

CKCK-TV Regina, Sask., and CBWT (TV) Winnipeg, Man., have joined CBS-TV as secondary affiliates, Herbert V. Akerberg, CBS-TV station relations vice president, announced last week. CKCK-TV, on ch. 2, is independently owned but represented by the Canadian Broadcasting Corp. CBWT, on ch. 4, is owned and operated by CBC.

WSAU-TV Wausau, Wis., owned by the Wisconsin Valley Television Corp., approves an agreement to become a primary interconnected CBS-TV affiliate. The ch. 7 station expects to begin programming in early fall. L to r: Richard D. Dudley, assistant general manager; George T. Frechette, general manager, and James Harelson, program manager.

HEILWEIL TO HEAD NBC MERCHANDISING

EXPANSION of NBC merchandising activities and the appointment of Murray Heilweil as new head of the merchandising department were announced last week by George H. Frey, NBC vice president in charge of television network sales.

Mr. Heilweil, who has been manager of the merchandising department, succeeds Fred N. Dodge as its head. Mr. Dodge is leaving NBC to become advertising manager of *True* magazine.

The extension of the department's activities will encompass a comprehensive service for advertisers on NBC-TV's participating programs—*Today*, *Home* and *Tonight*.

Mr. Frey said "this is a logical extension of the network's 'magazine concept' formula of participation programs, which is to increase the scope of television by making it more useful to more advertisers and a greater range of products." He noted that NBC's merchandising service also is still available to any NBC network advertiser, and that there will be no change in the structural setup of the department.

NBC recently created a Participating Programs Dept. embracing the three magazine concept programs. Mr. Heilweil will report to Matthew J. Culligan, sales manager of this department, which is headed by Richard A. R. Pinkham.

NETWORK PEOPLE

John P. Altemus, special assistant to sales manager, WCAU-TV Philadelphia, appointed account executive, for ABC-TV's WABC-TV New York.

Virginia Miller, society editor, *Hollywood Citizen-News*, to Don Lee Broadcasting System, that city, as log editor.

Jane Westover, formerly food editor, *Long Beach Independent-Press Telegram*, and **Don Jones,** staff correspondent, United Press Assn., L. A., to NBC, Hollywood, as publicists.

Lowell Jackson, WAKR-TV Akron, Ohio, to radio network sales staff, ABC, Chicago.

Bob Hall, formerly with Avery-Knodel Inc., Hollywood, to ABC Radio sales staff, same city.

Pat Patrick, 40, who portrayed Ercil Twing on CBS Radio *Edgar Bergen-Charlie McCarthy Show*, died Aug. 19.

THE LATEST WCKY STORY

" . . . Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde

—and in Cincinnati and the South Radio is
WCKY

WCKY

Webster Presides At Electronic Show

START of WESCON (Western Electronic Show and Convention) was marked at Los Angeles airport by FCC Commissioner E. M. Webster, who was handed a Dick Tracy-sized miniature radio receiver as he stepped from the plane and heard city officials, miles away, send welcome messages by microwave.

Over 20,000 electronic engineers and scientists looked at exhibits of 600 manufacturers during the three day convention last week, jointly sponsored by West Coast Electronic Manufacturers Assn., and San Francisco and Los Angeles chapters of the Institute of Radio Engineers. Over 2,500 registrants heard latest developments in such fields as broadcast and tv receivers, electronic tubes, vehicular communication and electronic devices (including transistors).

Commissioner Webster presided over vehicular communication sessions. He said that with 5 million such units on air now and increasing, control poses major problem to FCC, especially with present limited frequencies.

Exhibits of interest to radio-tv industry included an all-transistor portable radio demonstrated by Raytheon Manufacturing Co., which runs over 100 hours on four flashlight batteries.

Eitel-McCullough Inc., San Bruno, Calif., showed a new radial beam power tetrode of metal-ceramic construction, which permits simplified, less expensive and more efficient am-tv transmitter construction.

Gates Radio Co., Quincy, Ill., showed a "yard" am-tv audio control console, compact unit employing printed wiring and plug-in monitor amplifier units for each speaker.

Andrew Corp., Chicago, demonstrated new seven-eighths-inch diameter flexible heliax cable, combining high flexibility with high transmission efficiency, for station use.

Lambda-Pacific Engineering Inc., Van Nuys, Calif., displayed type 6000 uhf booster, soon to be installed in Portland and Yakima areas, which increases station coverage area.

Dage Electronics Corp., Beech, Ind., showed new remote controle tv camera unit, with pan, tilt, focusing, turret and iris mechanisms completely activated by servo controls.

PAUL L. CHAMBERLAIN (l), general manager of General Electric Co.'s broadcast equipment product department, presents three shares of company common stock each to three GE engineers who invented devices on which patents have been filed. The engineers, who were awarded the stock in line with a company policy to encourage such effort, are (l to r): John W. Downie, whose invention may be used to align all types of tv transmitters, and Hugh Martin and Max Diehl, who collaborated on an invention for color tv.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Make-up Artists
- Film Editors
- Salesmen

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Stromberg-Carlson Co. Cuts Color Tv to $495

ANOTHER tv set manufacturer, Stromberg-Carlson Co., has announced a 50% cut in its color receiver line, following the lead of Emerson and RCA [B•T, Aug. 16, 9].

C. J. Hunt, general manager of Stromberg-Carlson's radio-tv division, said the firm's Model K-1, 15-inch color tv receiver now carries a new list price of $495. The model's former list price was $995. The drastic reduction matches that of RCA which is retailing its color set at the same price. Emerson's 15-inch receiver is being sold at $695.

Mr. Hunt said distributor and net costs are being reduced with factory rebates to distributors who in turn can rebate their dealers on existing inventory.

'205' Tube to Be Premiered

CBS-COLUMBIA, manufacturing subsidiary of CBS Inc., will hold a premiere demonstration of its new large-screen color tv receivers, incorporating the CBS-Colortron "205" tube, at the Drake Hotel in Chicago today (Monday).

CBS showed off its new 19-inch color tv tube coincident with its Aug. 22 colorcast of *Toast of the Town* (also see IN REVIEW), and the consensus of those in the invited audience that saw *Toast* on the large set was that its performance, if short of perfect, was certainly satisfactory. Flesh tones at times tended to be reddish, but in general the colors were stable throughout.

440 MC TRANSISTOR DEVELOPED BY BELL

TV SETS powered by tiny transistors instead of a large array of vacuum tubes are brought nearer to reality by the announcement of Bell Telephone Labs of a transistor which will operate at 440 million cycles, higher in frequency than any previously known transistor. The new transistor was revealed Friday by its inventor, Dr. J. M. Early, in a talk before the Western Electronics Show and convention at Los Angeles.

Use of the new transistor in tv cable repeaters, portable radios and elsewhere was foreseen by Bell scientists, who noted that this uhf device, called an "intrinsic barrier" transistor, can increase an electrical signal a thousandfold, with frequencies as high as 3,000 megacycles theoretically possible.

Majestic to Introduce German Hi-Fi Equipment

U. S. broadcasters are "missing a good bet" by not broadcasting better quality fm, Leonard Ashbach, board chairman of Majestic International Corp., Chicago, said last week in New York at his firm's showing of a new line of German-manufactured radio receivers.

The new radio line, featuring ultra-high fidelity, multi-band short wave and radio-phonograph sets is to be introduced to the U. S. market by Majestic, subsidiary of The Wilcox-Gay Corp., as a result of an agreement with Grundig Radio GMBH of Fuerth Bay in West Germany. U. S. name will be "Grundig-Majestic International."

Mr. Ashbach asserted tv's advancement in the U. S. "has stifled any major attempts to produce ultra-high fidelity, short wave and fm radio and we have found from our world-wide explorations that European manufacturers are the most advanced scientifically, to produce this superior audio equipment."

The Grunding-International line has 13 models from a 22-ounce radio at $29.95 to a hi-fi combination at $1,000.

Halpin Sees Big Demand For Color Tv Receivers

THE DEMAND for color tv sets, following their mass introduction, "should far outstrip the industry's ability to produce them" and should bring stability and profit to the entire tv set industry, Dan D. Halpin, general sales manager, tv receiver division, Allen B. DuMont Labs, said in an address prepared for presentation Saturday before the Texas Radio & Television Service Clinic and Electronic Fair at the Adolphus Hotel in Dallas.

Mr. Halpin foresaw "a strong market for black-and-white receivers during the remainder of this year," when he expected only about 20,000 color sets to be produced, "with production and sales leveling off somewhat as production on color receivers is increased."

DuM. Telecruiser to Bogota

A complete DuMont Telecruiser, valued at about $100,000, has been shipped to Colombia, S. A., John Morrissey, manager of transmitter sales, international division of Allen B. DuMont Labs, announced last week. The Telecruiser is part of a $300,000 order of tv broadcasting equipment which is being sent to Bogota for Colombia's first tv station. Plans are for the Colombian government, sole sponsor of tv there, to develop a national tv network. The Bogota station went on the air last June. DuMont already has shipped other equipment there.

MANUFACTURING PEOPLE

T. Stanton Fremont, appliance manager for distributing branches, Admiral Corp., Chicago, appointed appliance sales manager for company.

MR. HOSTERMAN

Charles W. Hosterman, manager, Sylvania Electric Products Inc., radio tube div., Shawnee, Okla., appointed assistant general manager, electronics div., Woburn, Mass.

Howard C. Briggs, vice president; **Carlton Wasmansdorff,** director of engineering; **Gilbert Hafner,** director of manufacturing; and **John A. Rhoads Jr.,** chief electrical engineer; all of laboratory div., Hoffman Radio Corp., L. A., named executive vice president, vice president in charge of engineering, vice president of manufacturing and director of engineering, respectively.

Fritz A. Franke, communications product engineer, Hallicrafters Co., Chicago, and newly-elected president of Armed Forces Communications Assn., Chicago chapter, appointed chairman of special SC-25 Committee of Radio Technical Commission of Marine Services, advisory body to government agencies.

Justin R. Typher, field engineer, Micamold Radio Corp., Brooklyn, to Allen B. DuMont Labs, Clifton, N. J., as manager, government contracts div., Washington.

Arthur E. Welch appointed sales promotion manager, Sentinel Radio Corp., Evanston, Ill.

Station Authorizations, Applications
(As Compiled by B • T)
August 19 through August 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,607	2,580	142	175	4
Fm	562	537	38	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	269	117	386
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

KTHE (TV) Los Angeles, Calif.—U. of Southern Calif., Allan Hancock Foundation granted mod. of CP for noncommercial educational ch. 28 to change name to U. of Southern California. Granted Aug. 17; announced Aug. 24.

KOMU-TV Columbia, Mo.—Curators of U. of Mo. granted mod. of CP for ch. 8 to change ERP to 251 kw visual, 126 kw aural. Granted Aug. 17; announced Aug. 24.

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co. granted mod. of CP for ch. 13 to change ERP to 105 kw visual 63.1 kw aural; studio location to U. S. Hwy. 54, 2 miles S of New Bloomfield, near Jefferson City; antenna height above average terrain 660 ft. Granted Aug. 19; announced Aug. 24.

KLRJ-TV Henderson, Nev.—Southeastern Pub. Co. granted mod. of CP for ch. 2 to change studio location to U. S. Hwy. 95, 8 miles NW of Henderson. Granted Aug. 20; announced Aug. 24.

KOTV (TV) Tulsa, Okla.—KOTV Inc. granted mod. of CP for ch. 6 to change ERP to 100 kw visual, 60 kw aural. Granted Aug. 20; announced Aug. 24.

WJAC-TV Johnstown, Pa.—WJAC Inc. granted mod. of CP for ch. 6 to change studio location to top of Laural Hill, approximately 4.5 miles NW of Johnstown. Granted Aug. 20; announced Aug. 24.

KCBD-TV Lubbock, Tex.—Bryant Radio & Tv Inc. granted mod. of CP for ch. 11 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 760 ft. Granted Aug. 17; announced Aug. 24.

WKOW-TV Madison, Wis.—Monona Bcstg. Co. granted mod. of CP for ch. 27 to change ERP to 162 kw visual, 87.1 kw aural. Granted Aug. 17; announced Aug. 24.

APPLICATIONS

WALA-TV Mobile, Ala.—Pape Tv Co. amends bid for mod. of CP for ch. 10 to change transmitter location to 0.7 mile S of Hwy. 31, near Spanish Fort, Ala.; antenna height above average terrain 624 ft. Filed Aug. 18.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. amends bid for mod. of CP for ch. 8 to specify studio location as Reccar Inn, Poland Spring, Me. Filed Aug. 18.

KSWS-TV Roswell, N. M.—John A. Barnett seeks CP to change transmitter location to 2 miles S of U. S. Hwy. 380 near Caprock, N. M.; ERP to 316 kw visual, 160 kw aural; antenna height above average terrain 1,000 ft. Filed Aug. 17.

PULSE
OF SYRACUSE
February, 1954
shows overwhelming leadership in this 5-station market for
WSYR
★
of **72** 15-min. periods
6 a.m. to midnight
WSYR 1st in 54
WSYR 2nd in 18
72
WSYR SYRACUSE
570 KC
NBC Affiliate In Central New York

WBEN-TV Buffalo, N. Y.—WBEN Inc. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 1,200 ft. Filed Aug. 16.

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. seeks mod. of CP for ch. 17 to change ERP to 149 kw visual, 74.5 kw aural; antenna height above average terrain 416 ft. Filed Aug. 20.

KBES-TV Medford, Ore.—Southern Ore. Bcstg. System seeks mod. of CP for ch. 5 to change studio location to 2000 Greater Lake Hwy., Medford. Filed Aug. 20.

WGLV (TV) Easton, Pa.—WGLV Inc. seeks mod. of CP for ch. 57 to change studio location to 2857 Nazareth Pike, approximately 1 mile from Easton city limits. Filed Aug. 24.

KGUL-TV Galveston, Tex.—Gulf Tv Co. seeks CP for ch. 11 to change transmitter location to Alvin-Friendswood Rd., 3 miles NNE of Alvin, Tex.; antenna height above average terrain 1,185 ft. Filed Aug. 20.

KGBT-TV Harlingen, Tex.—Harbenito Bcstg. Co. seeks mod. of CP for ch. 4 to change studio location to 2 miles SE of Harlingen; ERP to 93.3 kw visual, 50.1 kw aural; antenna height above average terrain 410 ft. Filed Aug. 18.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. seeks mod. of CP for ch. 12 to change transmitter location to 5201 N. 13th St.; ERP to 316 kw visual, 158.5 kw aural; antenna height above average terrain 993 ft. Filed Aug. 18.

CP DELETED

WFMJ-TV Youngstown, Ohio—Vindicator Printing Co. FCC deleted CP for station on uhf ch. 73 at request of permittee. Deleted Aug. 23. (WFMJ-TV is now operating on ch. 21.)

New Am Stations . . .

APPLICATIONS

Pine Bluff, Ark.—W. L. Kent & John M. McLendon d/b as Pine Bluff Bcstg. Co., 1310 kc, 1 kw daytime. Post office address Box 523, Greenville, Miss. Estimated construction cost $14,200, first year operating cost $24,000, revenue $36,000. Principals in general partnership include **W. L. Kent** (50%), and **John M. McLendon** (50%). Messrs. Kent and McLendon are associated in the ownership of WNLA Indianola and WOKJ Jackson, both in Miss. Filed Aug. 16.

Colorado Springs, Colo. — Taylor Bcstg. Co. (KBIM Roswell, N. M.), 1460 kc, 5 kw daytime. Post office address Box 525, Roswell, N. M. Estimated construction cost $34,000, first year operating cost $70,000, revenue $94,640. Principals include President-Treasurer **W. C. Taylor** (50%); Vice President **Gene Reischman** (20%); Secretary **Homer Glover** (10%); **J. Raymond Harris** (10%), and **J. Kenneth Smith** (10%). Filed Aug. 23.

Morehead, Ky.—W. S. Sample, Robert S. Bishop, Claude L. Clayton, Roy Cornette d/b as Morehead Bcstg. Co., 1310 kc, 1 kw daytime. Post office address % W. S. Sample, Morehead. Estimated construction cost $20,680, first year operating cost $40,000, revenue $50,000. Principals in equal partnership include **W. S. Sample** (25%); **Robert S. Bishop** (25%); **Claude L. Clayton** (25%), and **Roy Cornette** (25%). Filed Aug. 20.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs., 790 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (½), pastor, and **Dr. D. N. Jackson** (½), president of Conway (Ark.) Baptist College. Resubmitted Aug. 23.

Salem, Ohio—Sanford A. Schafitz (WFAR Farrell, Pa.), 1570 kc, 250 w daytime. Post office address Box 150, Farrell. Estimated construction cost $9,000, first year operating cost $40,000, revenue $45,000. Mr. Schafitz is sole owner of WFAR. Filed Aug. 23.

Andrews, Tex.—Joseph E. Young & Archie W. Holman d/b Andrews Bcstrs., 1360 kc, 500 w daytime. Post office address % Joseph E. Young, Andrews. Estimated construction cost $13,650, first year operating cost $14,400, revenue $20,000. Principals in general partnership include **Joseph E. Young** (½), employe at KERB Kermit, Tex., and **Archie W. Holman** (½), lumber company owner. Filed Aug. 20.

APPLICATIONS AMENDED

Gulfport, Miss.—Denver T. Brannon amends bid for new am station on 970 kc 1 kw daytime to specify 1390 kc. Filed Aug. 16.

Wellsboro, Pa.—Farm & Home Bcstg. Co. amends bid for new am station on 1240 kc 250 w unlimited to specify 1570 kc daytime. Filed Aug. 16.

Existing Am Stations . . .

ACTION BY FCC

WSYD Mt. Airy, N. C.—Mount Airy Bcstrs. granted mod. of CP to change transmitter location to on right of Hwy. 163, 1 mile NE of Mt. Airy. Granted Aug. 16; announced Aug. 24.

APPLICATIONS

WCNU Crestview, Fla.—Gulf Shores Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1010 kc. Resubmitted Aug. 17.

WINN Louisville, Ky.—Kentucky Bcstg. Corp. seeks CP to change transmitter location to Lexington Rd. and Gainstead Drive, Louisville; install new transmitter and make changes in antenna system. Filed Aug. 10.

KDEF Albuquerque, N. M. — Frank Quinn amends bid to change from 1280 kc to 930 kc to specify 1030 kc 1 kw day, 500 w night. Filed Aug. 16.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. seeks mod. of CP to change studio and transmitter location from Huntington to Deer Park. Filed Aug. 20.

WLIK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. seeks CP to change from 1 kw to 5 kw on 1270 kc. Filed Aug. 17.

Existing Fm Stations . . .

ACTIONS BY FCC

KRFM (FM) Fresno, Calif.—California Inland Bcstg. Co. granted STA to operate from 4 p.m. to 11 p.m. daily for period ending Dec. 1. Granted Aug. 20; announced Aug. 24.

KPLA (FM) Los Angeles, Calif.—School of Radio Arts granted mod. of CP to change to ch. 282 (104.3 mc); antenna height above average terrain 98 ft. Granted Aug. 19; announced Aug. 24.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted mod. of CP to change ERP to 15.5 kw; antenna height above average terrain 1,320 ft. Granted Aug. 19; announced Aug. 24.

KWAX (FM) Eugene, Ore.—Oregon State Bd. of Education granted mod. of CP for noncommercial educational fm station to change to ch. 216 (91.1 mc). Granted Aug. 19; announced Aug. 24.

Ownership Changes . . .

ACTIONS BY FCC

WFMF (FM) Chicago, Ill.—WFMF Inc. granted assignment of license to Functional Music Inc. No consideration involved as both are subsidiaries of Field Enterprises Inc. Granted Aug. 17; announced Aug. 24.

WXGI Richmond, Va.—Radio Va. Inc. granted voluntary acquisition of control by Douglas H. Robertson through acquisition of 23% interest from his wife Catherine O. Robertson. Mr. Robertson now owns 51%. Granted Aug. 18; announced Aug. 24.

WCAX Burlington, Vt.—WCAX Bcstg. Corp. granted voluntary assignment of license to wholly owned subsidiary WCAX Radio Inc. No consideration involved as C. P. Hasbrook is sole owner. WCAX Bcstg. will remain permittee of WMTV (TV) Montpelier, Vt. Granted Aug. 17; announced Aug. 24.

WCAX Burlington, Vt. — WCAX Radio Inc. granted voluntary transfer of control to C. P. Hasbrook. No consideration involved as Mr. Hasbrook is sole owner. Granted Aug. 17; announced Aug. 24.

APPLICATIONS

KGIW Alomosa, Colo.—E. L. Allen seeks involuntary assignment of license to Delbert Lloyd Allen, administrator of the estate of E. L. Allen, deceased. Filed Aug. 17.

WDBF Delray Beach, Fla.—Delray Bcstg. Corp. seeks voluntary transfer of control through sale of all stock for $60,000 to WSRS Inc., operator of WSRS-AM-FM Cleveland Heights, Ohio. Principals include President-Treasurer **Samuel R. Sague** (90%); Vice President **Betty W. Sague,** and Secretary **George P. Buckford** (10%). Filed Aug. 17.

WTAN Clearwater, Fla. — Clearwater Radio Bcstrs. Inc. seeks voluntary assignment of license to WTAN Inc. for $106,000. Principals include President **William G. Wells** (55%), 80% owner WMOA Marietta, Ohio, and ⅓ owner WNCO Waterbury, Conn.; Vice President **H. D. Parker** (25%), general manager and 11% stockholder WTAN, and Secretary-Treasurer **Mary B. Wells** (20%). Filed Aug. 17.

WGMA Hollywood, Fla.—Circle Bcstg. Corp. seeks voluntary assignment of license to South Jersey Bcstg. Co. for $25,000 and assumption of certain obligations for approximately $9,000. South Jersey Bcstg. is owner of WKDN-AM-TV Camden, N. J. Principals include President-Treasurer **Ranulf Compton** (34%) Vice Presidents **Florence Compton** (20%), **William Ranulf Compton** (14%), and **Doulglas M. Compton** (14%), and Secretary **Alice True Giffen** (14%). Filed Aug. 13.

WPON Pontiac, Mich.—James Gerity Jr. seeks voluntary assignment of CP to Gerity Bcstg. Co. No consideration is involved as Mr. Gerity is sole stockholder of Gerity Bcstg. Filed Aug. 20.

KEYD-AM-TV Minneapolis, Minn.—Family Bcstg. Corp. seeks voluntary transfer of control to Minneapolis Tower Co. through sale of 30,000 shares of stock for $300,000. Principals include Chairman of Board **William M. Baker;** President **Leslie Park;** Secretary **A. S. Trux;** Treasurer **James J. Murphy,** and **Baker Properties Inc.** (75.13%). There are more than 20 other stockholders holding less that 3%. Filed Aug. 20.

KXOK St. Louis, Mo.—KXOK Inc. seeks voluntary assignment of license to KXOK Bcstg. Inc. for $300,000. Principals include **Elzey M. Roberts Jr.** (75%) and **Chester L. Thomas** (25%), general manager of KXOK. Sale was necessitated by FCC condition to grant of KWK-TV. Filed Aug. 13.

KWK-AM-TV St. Louis, Mo.—KWK Inc. seeks voluntary transfer of control to Robert T. Convey, voting trustee: Globe-Democrat Pub. Co., KXOK Inc. and KSTP Inc. Transfer is to effectuate merger agreement for the ch. 4 facility and will realign ownership as follows: Robert T. Convey and associates (28%); *Globe-Democrat* (23%); KSTP-AM-TV Minneapolis-St. Paul (23%); KXOK Inc. (23%), and St. Louis residents of Missouri Valley Tv Co. (3%). Filed Aug. 13.

WNNC Newton, N. C.—John C. Greene Jr. & R. H. Whiteside d/b as Southern Radiocasting Co. seek voluntary assignment to Newton-Conover Bcstg. Co. for $7,500. Principals include President **Earl Reid Holder** (59%), former ⅓ owner WNNC and 20% owner WLON Lincolnton, N. C., and Secretary-Treasurer **Robert M. Dellinger** (39%), department store manager. Filed Aug. 19.

WHIZ Zanesville, Ohio—Clay Littick, et al., d/b as Southeastern Ohio Tv System seeks assignment of CP to new partnership under same name. Partnership is composed of The Zanesville Pub. Co. (63%); Southeastern Ohio Bcstg. System Inc. (20%); Ernest B. Graham (11%); and Clarence A. Graham (6%). There is no substantial change in ownership as Mr. Littick is 87.5% owner of Zanesville Pub. Co., which in turn owns 60% of of Southeastern Ohio Bcstg. Filed Aug. 19.

WCRE Cheraw, S. C.—Chesterfield Bcstrs. Inc. seeks voluntary assignment of license to Three States Bcstg. Co. for $21,500. Three States Bcstg. is operator of WHJC Matewan, W. Va. Principals include President **Fred Morningston** (16⅔%); Vice President **Donna Bjork** (16⅔%), and Secretary-Treasurer **Fred A. Staples** (16⅔%). Filed Aug. 16.

WCDT Winchester, Tenn.—Arthur D. Smith Jr. seeks voluntary assignment of license to Royce E. Richards, Ernest F. Richards Sr., Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. for $40,000 plus assumption of approximately $5,790 in liabilities. Principals include President **Royce E. Richards** (⅓), secretary-treasurer-20% owner WMMT McMinnville, Tenn.; **Ernest F. Richards Sr.** (⅓), dentist, and **Ernest F. Richards Jr.** (⅓), WMMT program director-announcer. Filed Aug. 23.

KMLW Marlin, Tex.—Hugh M. McBeath Jr. & Charles E. Reagen d/b as Falls County Public Service seek voluntary assignment of license to KMLW Inc. Partners each retain 49% interest with 1% interest sold to Messrs. Duane W. Ramsey and Jerry Hughes each. Filed Aug. 16.

REMOTE for $75.00

Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.

Hearing Cases . . .

INITIAL DECISIONS

Binghamton, N. Y.—New tv, ch. 40. FCC hearing examiner William G. Butts issued initial decision looking toward grant of the application of Southern Tier Radio Service Inc. for CP for new tv station on ch. 40 in Binghamton, N. Y. and denial of the competing application of Ottaway Stations Inc., Endicott, N. Y. Action Aug. 25.

Ft. Worth, Tex.—New tv, ch. 11. FCC hearing examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Texas State Network Inc., for CP for new tv station on ch. 11 in Ft. Worth, Tex. Action Aug. 23.

OTHER ACTIONS

KCSJ Pueblo, Colo.—By order the Commission extended to Sept. 24 the effective date of dismissal of applications of The Star Broadcasting Co. for mod. of license and for renewal of license of station KCSJ Pueblo, Colo., pending determination of questions raised in petitions filed by KCSJ. Action Aug. 18.

Albany, N. Y.—By order denied request by Hudson Valley Bcstg. Co., permittee of station WROW-TV, ch. 41, Albany, N. Y., for a temporary stay of the effectiveness of Commission action July 7 granting the application of Van Curler Bcstg. Corp. for mod. of CP of tv station WTRI (TV), ch. 35, Schenectady, N. Y., to change principal community to Albany, N. Y., and to maintain main studio outside Albany, pending disposition by the Commission of WROW-TV's petition to reconsider grant and designate application for hearing. Action Aug. 24.

Ft. Worth, Tex.—Ch. 11 proceeding. FCC Comr. E. M. Webster granted petition of Ft. Worth Tv Co. insofar as it requests dismissal of its tv bid for ch. 11, and the same was dismissed with prejudice and retained in hearing competitive bid of Texas State Network. Action Aug. 20.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 170, July 6, 1954

600 kc

XEXL Parcuaro, Michoacan—250 w day, 100 w night, unlimited. Class IV. 7-6-54.

660 kc

Fresnillo, Zacatecas—250 w day. Class II. 7-6-54.

700 kc

Coatepec, Veracruz—500 w day. Class II. Deleted. 7-6-54.

840 kc

XEDZ Cordoba, Veracruz—5 kw, directional night, unlimited. Class II. Previously 580 kc. 10-6-54.

950 kc

XEGM Tijuana, Baja Calif.—3.5 kw day, 2.5 kw night, directional, unlimited. Class III-A. 10-6-54.

970 kc

Los Mochis, Sinaloa—5 kw unlimited, directional night. Class III-A. Deleted. 6-6-54.

1160 kc

Coatepec, Veracruz—1 kw unlimited, directional night. Class II. 7-6-54.

1280 kc

Los Mochis, Sinaloa—250 w unlimited. Class IV. 7-6-54.

1340 kc

XECJ Apatzingan, Michoacan—250 w night, 1 kw day, unlimited. Class IV. 10-6-54.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
80 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

1360 kc

XEUE Tuxtla Gutierrez, Chiapas—100 w day, 500 w night, unlimited. Class III-B. 10-6-54.

1380 kc

XERS Gomez Palacio, Durango—250 w unlimited, directional night. Class III-A. Previously on 1400 kc. 10-6-54.

XEKT Tecato, Baja Calif.—250 w day, 150 w night, unlimited. Class I-B. 7-6-54.

1420 kc

XEEW Matamoros, Tanaulipas—250 w day. Class IV. 7-6-54.

1580 kc

XEMM Morelia, Michoacan—500 w day. Class II. Formerly XEGP. 7-6-54.

XEEE Tecato, Baja Calif.—1 kw day. Class III. Formerly XEKT. 7-6-54.

Routine Roundup . . .

August 19 Applications

ACCEPTED FOR FILING

Remote Control

KYA San Francisco, Calif., KYA Inc.—(BRC-485).

KOSI Aurora, Colo., David M. Segal d/b as Mid-American Bcstg. Co.—(BRC-489). (Contingent on grant of BMP-6613).

WMEN Tallahassee, Fla., WMEN Inc.—(BRC-490).

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—(BRC-482).

WRGA Rome, Ga., Rome Bcstg. Corp.—(BRC-486).

WINN Louisville, Ky., Kentucky Bcstg. Corp.—(BRC-478). (Contingent on grant of BP-9404).

WGUY Bangor, Me., Bangor Bcstg. Corp.—(BRC-487).

WORL Boston, Mass., Pilgrim Bcstg. Co.—(BRC-481).

KTCB Malden, Mo., Charles William Craft—(BRC-491).

WMOH Hamilton, Ohio, The Fort Hamilton Bcstg. Co.—(BRC-484).

KRTV Hillsboro, Ore., Harold C. Singleton tr/as Tualatin Valley Bcstrs.—(BRC-488).

KIXL Dallas, Tex., Variety Bcstg Co.—(BRC-480).

WWSR St. Albans, Vt., Vermont Radio Corp.—(BRC-483).

Modification of CP

WHCI (FM) School City of Hartford City, Indiana & Hartford City High School Alumnus Assn., Hartford City, Ind.—Modification of construction permit (BPED-241) which authorized new non-comm. educational station to extend completion date. (BMPED-281).

WQXL Louisville, Ky., Robert W. Rounsaville—Mod of CP (BPCT-1442) as mod., which authorized new tv station for extension of completion date to June 1955. (BMPCT-2414).

KHTV (TV) Hibbing, Minn., North Star Television Co.—Mod. of CP (BPCT-1774) which authorized new tv station for extension of completion date to 1-1-55. (BMPCT-2412).

WMIN-TV St. Paul, Minn. WMIN Bcstg. Co.—Mod. of CP (BPCT-343) as mod., which authorized new tv station for extension of completion date to 3-1-55. (BMPCT-2411).

KOIN-TV Portland, Ore., Mount Hood Radio & Television Broadcasting Corp.—Mod. of CP (BPCT-1029) as mod., which authorized new tv station for extension of completion date to 12-15-54. (BMPCT-2413).

WKAQ-TV San Juan, P. R., El Mundo Inc.—Mod. of CP (BPCT-952) as mod., which authorized new tv station for extension of completion date to 9-15-54. (BMPCT-2415).

August 20 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted motion for leave to amend its application (Docket 11100; BP-9139), to specify use of a DA for the proposed 5 kw daytime operation. (Action taken 8/18).

Communications Eqpt. and Service Co., Anchorage, Alaska—Granted petition for leave to amend its application (Docket 11053), so as to specify the correct geographical coordinates of the proposed base station in lieu of the coordinates specified in application. (Action taken 8/16).

By Hearing Examiner William G. Butts

On petition of Edward J. Fitzgerald, Riverhead, N. Y., rescheduled conference scheduled for Aug. 20 to commence Aug. 27, in re am facilities (Dockets 10379 et al.) (Action taken 8/17).

Columbia Amusement Co., Paducah Newspapers Inc., Paducah, Ky.—Continued from Aug. 19 to Sept. 7, the hearing in re applications for ch. 6 (Dockets 10875-76). (Action taken 8/18).

By Hearing Examiner James D. Cunningham

Issued an Order to Govern Hearing in re applications of Matheson Radio Co., et al. for ch. 5 in Boston, Mass. (Dockets 8739 et al); said hearing to commence on Oct. 20.

By Hearing Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Eqpt. Co.—Granted petition for continuance of hearing from Aug. 27 to Sept. 3, in re am facilities (Dockets 11104 et al).

By Hearing Examiner Annie Neal Huntting

Granted motion of the Texas State Network, Inc., requesting to be relieved of filing certain information pursuant to Examiner's Memorandum Opinion and order of July 8, in re proceeding for ch. 11 in Fort Worth, Texas (Dockets 10872, 74). (Action taken 8/18).

By Commissioner E. M. Webster

KROW, Inc., Oakland, Calif.—Granted petition for dismissal, but with prejudice, of its application for ch. 2 (Doc. 8746; BPCT-235).

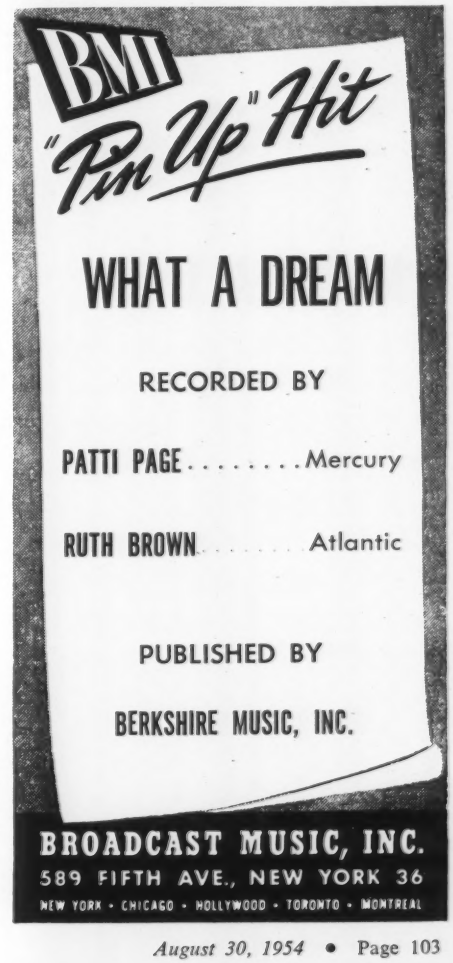
North Pacific Tv Inc., Portland, Ore.—Granted petition for an extension of time to and including Sept. 7, within which replies may be filed to exceptions to initial decision in re ch. 8 (Dockets 9138 et al.); and the time within which North Pacific may file request of intention to appear and participate in oral argument is extended to Sept. 7.

Madison, Wis., Radio Wisconsin Inc; Badger Tv Co.—Granted petition of Radio Wisconsin for an extension of time to and including Sept. 22, within which exceptions may be filed to initial decision in re ch. 3 (Dockets 8930, 10641).

Shreveport, La. International Bcstg. Corp.; KTBS Inc.—Granted petition of International for an extension of time to and including Aug. 30, within which to file a reply to exceptions filed to initial decision in re ch. 3 (Dockets 10477, 76).

By Hearing Examiner James D. Cunningham

Granted petition of Sunbeam Tv Corp., for an extension of time to Sept. 14, within which all parties to the proceeding for ch. 7 in Miami, Fla., may file replies to proposed findings.


BMI
"Pin Up" Hit
WHAT A DREAM
RECORDED BY
PATTI PAGE . . . . . Mercury
RUTH BROWN . . . . . Atlantic
PUBLISHED BY
BERKSHIRE MUSIC, INC.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

By Hearing Examiner Herbert Sharfman

Granted petition of the Chief Broadcast Bureau, for an extension of time to Sept. 13, in which to file reply findings of fact and conclusions in re applications of Scripps-Howard Radio Inc., et al, for ch. 10 in Knoxville, Tenn. (Dockets 10512 et al.)

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—On request of counsel for applicant, continued hearing from Aug. 23 to Sept. 8, in re application for ch. 5 (Docket 10965).

By Hearing Examiner Fanney N. Litvin

Granted petition and supplemental petition filed by The Brush-Moore Newspapers Inc., Canton, Ohio, for leave to reopen the record in proceeding re Channel 29 (Dockets 10272 et al), to include certain stipulations filed simultaneously with petition and supplemental petition; the same were incorporated and made a part of the record, and the record thereupon closed.

August 20 Applications

ACCEPTED FOR FILING

Modification of CP

WNIA Cheektowaga, N. Y. Gordon P. Brown tr/as Niagara Bcstg. System—Modification of construction permit (BP-8766) as modified which authorized new standard broadcast stations for extension of completion date (BMP-6622).

WNEL San Juan, P. R., Station WNEL Corp.—Modification of construction permit (BP-8617) as modified, which authorized change frequency, increase power, install new transmitter, change transmitter location and make changes in the antenna system for extension of completion date. (BMP-6621).

Remote Control

KGNB New Braunfels, Tex., Comal Bcstg. Co.—(BRC-492).

Modification of CP

WOPT (TV) Chicago, Ill., WOPA-TV Inc.—Mod. of CP (BPCT-1820) which authorized new tv station for extension of completion date to 6-10-55. (BMPCT-2420).

WGEM-TV Quincy, Ill., Quincy Bcstg. Co.—Mod. of CP (BPCT-776) as mod., which authorized new tv station for extension of completion date to November 1954. (BMPCT-2417).

WMTW (TV) Poland, Me., Mt. Washington TV Inc.—Mod. of CP (BPCT-1530) as mod., which authorized new tv station for extension of completion date to 3-8-55. (BMPCT-2409).

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. & Co.—Mod. of CP (BPCT-917) as mod., which authorized changes in facilities of existing station for extension of completion date to 1-1-55. (BMPCT-2419).

WKDN-TV Camden, N. J., South Jersey Bcstg. Co.—Mod. of CP (BPCT-1522) which authorized new station for extension of completion date to March 1955. (BMPCT-2418).

WFMY-TV Greensboro, N. C., Greensboro News Co.—Mod. of CP (BPCT-750) as mod., which authorized changes in facilities of existing tv station for extension of completion date to December 1954. (BMPCT-2416).

KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.—Mod. of CP (BPCT-1437), which authorized new tv station for extension of completion date to 2-10-55. (BMPCT-2394).

August 23 Applications

ACCEPTED FOR FILING

License for CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—License to cover CP (BP-8688) as mod. which authorized new standard broadcast station (BL-5405).

KCHV Coachella, Calif., Melvin L. Carrol and Edward W. Gorges, d/b as Coachella Valley Bcstg. Co.—License to cover CP (BP-8904) as mod. which authorized new standard broadcast station (BL-5410).

WBOY Tarpon Springs, Fla., WBOY Inc.—License to cover CP (BP-9187) which authorized change transmitter location (BL-5403).

WWKO Ashland, Ky., States Bcstg. System Inc.—License to cover CP (BP-9009) which authorized new standard broadcast station (BL-5402).

KJOE Shreveport, La., Audiocasting Inc.—License to cover CP (BP-8822) as mod. which authorized new standard broadcast station (BL-5401).

KBSF Springhill, La., Springhill Bcstg. Co.—License to cover CP (BP-8160) as mod. which authorized new standard broadcast station (BL-5400 Resubmitted).

KHOB Hobbs, N. M., W. Lloyd Hawkins and Ted Lawson d/b as Lea County Bcstg. Co.—License to cover CP (BP-8998) as mod. which authorized new standard broadcast station (BL-5404).

WBUT Butler, Pa., J. Patrick Beacom—License to cover CP (BP-9375), CP to replace expired CP (BP-8586) as mod. which authorized change in frequency and change power (BL-5408).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—License to cover CP (BP-8966) as mod. which authorized new standard broadcast station (BL-5406).

Remote Control

KNUJ New Ulm, Minn., KNUJ Inc.—(BRC-493).

Applications Returned

Laurel, Miss., Carrol F. Jackson and D. N. Jackson d/b as American Southern Bcstrs.—CP for new standard broadcast station on 790 k, 1 kw and daytime hours of operation.

Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co.—CP for new standard broadcast station on 1430 kc, 1 kw and daytime hours of operation.

KTCB Malden, Mo., Charles William Craft—Mod. of CP (BP-9307) which authorized new standard broadcast station to change type transmitter and specify studio location as 100 W. Main St., Malden, Mo.

License for CP

WDSU-FM New Orleans, La., WDSU Bcstg. Corp.—License to cover CP (BPH-1908) which authorized change in existing station (BLH-990).

Modification of CP

WREX-TV Rockford, Ill., Greater Rockford Television Inc.—Mod. of CP (BPCT-1050) as mod. which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2424).

August 24 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 20

Granted License

KFST Fort Stockton, Tex., Fort Stockton Bcstg. Co.—Granted license for am broadcast station; 860 kc, 250 w, D (BL-5302).

KLEE Ottumwa, Iowa, Lee E. Baker—Granted license for am broadcast station; 1480 kc, 500 w, D (BL-5391).

WINI Murphysboro, Ill., Jackson County Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 500 w, D (BL-5395).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KNUJ New Ulm, Minn.; KGNB New Braunfels, Tex.; WDXN Clarksville, Tenn.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WHFM Rochester, N. Y., to 10-1-54; WITA San Juan, P. R., to 9-20-54, condition; WJBK-TV Detroit, Mich., to 3-2-55; WLWA (TV) Atlanta, Ga., to 3-10-55, condition; WSUN-TV St. Petersburg, Fla., to 3-15-55.

Actions of August 19

Granted License

WKTV (TV) Utica, N. Y., Copper City Bcstg. Corp.—Granted license covering changes in tv station (BLCT-153).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KTCB Malden, Mo.; WMEN Tallahassee, Fla.

Actions of August 17

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGUY Bangor, Me.; WRGA Rome, Ga.; KYA San Francisco, Calif.; WMOH Hamilton, Ohio; WWSR St. Albans, Vt.; WGGA Gainesville, Ga.; WORL Boston, Mass.; KIXL Dallas, Tex.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WLOK-TV Lima, Ohio, to 3-7-55; WJBK-TV Detroit, Mich., to 3-2-55; WWTV (TV) Cadillac, Mich., to 3-8-55; KFYR-TV Bismarck, N. D., to 3-4-55; WTCN-TV Minneapolis, Minn., to 3-1-55; KMBY-TV Monterey, Calif., to 2-26-55; KZTV (TV) Reno, Nev., to 3-16-55; WKNB-TV New Britain, Conn., to 3-7-55; KOMU-TV Columbia, Mo., to 2-18-55; WJPB-TV Fairmont, W. Va., to 3-1-55; KDRO-TV Sedalia, Mo., to 3-8-55; WTOV-TV Norfolk, Va., to 3-8-55; KVDO-TV Corpus Christi, Tex., to 3-6-55; WABC-TV New York, N. Y., to 3-7-55; WATV (TV) Newark, N. J., to 3-15-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for extension of time to and including Sept. 10 within which to file exceptions to initial decision re applications of Radio Associates Inc. and WLOK, for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

Corpus Christi, Tex., Baptist General Convention of Texas; Gulf Coast Bcstg. Co.—Granted petition of Baptist for an extension of time to and including Aug. 30, within which to file replies to exceptions to initial decision in re ch. 6 (Dockets 10559-60).

Bethesda, Md., The Good Music Station Inc.—Granted petition for an extension of time to and including Sept. 3, within which replies may be filed to opposition of Chief Broadcast Bureau, to enlarge issues in re proceeding in Dockets 11104 et al. (Action taken 8/19).

By Hearing Examiner Annie Neal Huntting

Naples, Fla., Collier County Bcstrs. Inc.—Continued without date, pending further action by the Commission, the hearing scheduled for Aug. 23 in re am application (Docket 11044), pending action on applicant's request to cancel outstanding authorization previously granted it.

(Continued on page 109)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-8111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffat—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Salesman-assistant manager. Good deal for right man. KWRT, Boonville, Missouri.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstandinig income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Unusual opportunity for salesman 25-40 years. Suburban Chicago am-fm. Must be aggressive, intelligent and experienced. Adequate draw based on 25% commission. WEAW, Evanston, Illinois.

Announcers

Southern 5000 watt CBS station needs aggressive personality disc jockey. Top salary guarantee to start. Unlimited opportunity for financial advancement. Furnish complete details and tapes immediately. This is an outstanding opportunity for competent man with old established station. Box 374E, B•T.

Experienced morning man who can also write commercial continuity can find a permanent position with a progressive 250 watt station in central New York. Must be proven air personality and must be able to write words that sell. Box 422E, B•T.

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Need good experienced play-by-play football announcer at once. Rush tape and references air mail, KCMC-Radio, Texarkana, Texas.

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to replace one going to school under G.I. KCNI, Broken Bow, Nebraska.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Staff announcer who can do play-by-play sports and handle shift. Tell all. KICA, Clovis, New Mexico.

Announcer-DJ, strong on commercials. South Louisiana. Good pay, no beginners. Send tape and resume to George Thompson, KSIG, Crowley, La.

Combination announcer-engineer and announcer-salesman. Good opportunity in top southern Ohio market. Need both types immediately in all three of our stations. Save time by phoning, Manager of WBEX, Chillicothe, Ohio. Phone 3-2244.

Help Wanted—(Cont'd)

Announcer-copywriter. Send tape and picture. WGTN, Georgetown, S. C.

Number 1 station—Erie, Pa., needs two top-flight disc jockeys. Fast paced independent operation where results count. If you're good and can prove it, rush tape to Manager, WJET, Erie, Pa.

Technical

Wonderful opportunity for first class combo man. WCSI, Columbus, Indiana. Max Cockley, Chief Engineer.

Radio technician with 2nd class for two way communications and broadcast construction work. Must have car. Salary expenses. Permanent. Radio Engineering & Maintenance Corp., 208 W. 3rd Street, Lexington, Kentucky. Phone 2-4432.

Production-Programming, Others

Wanted: A Southern 50,000 watt CBS station needs young newscaster for addition to its news bureau. Must be able to rewrite for own news periods. Send background, sample of rewrite with original material, tape and picture. Box 488E, B•T.

WPAZ, Pottstown, Pennsylvania, needs a news director to gather and edit local news. Also open experienced male copywriter.

Television

Help Wanted

Managerial

Sales manager for good uhf station in good uhf market, $10,000 to $12,000. Ted Eiland, WTAP-TV, Parkersburg, West Virginia.

Salesmen

Advertising salesman for local selling on established vhf medium sized market New England tv station. Previous tv selling experience required. Salary and commissions. Address Box 382E, B•T.

Announcer

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

First class engineer for new 12 kw uhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Commercial artist position available with well established radio-television station. Must have a good lettering background and be a versatile artist in all commercial lines. Please state schooling, experience, age, marital status, salary expected. Sample of art work, requested with application, will be returned. Box 388E, B•T.

Situations Wanted

Managerial

Successful sales manager, am station, college graduate, age 29, family man, desires position offering more responsibility. Interested managing or sales position with future. Radio or tv. Box 450E, B•T.

Situations Wanted—(Cont'd)

Result getting manager. Long managerial, sales and programming experience in small and medium markets. Inexperienced and fast talk is costly—protect your investment with the best at a moderate salary. Non-drinker or chaser. Mature hard working, real radio man, excellent character, who can build up lagging business. Box 456E, B•T.

Experienced, successful, employed PD with emphasis on commercial operations seeks opportunity to manage small or medium size station. Excellent record and references. Box 460E, B•T.

Experienced manager, employed, seeking change. Ten years all phases radio. Sober, family man. Can announce, sell, program. Can keep expenses down and net up. Interested in managing southern station. Will also consider commercial management. Box 478E, B•T.

Tv sales $s a problem? You need a sales manager with : 1. A leading record in sales. 2. Proven results in developing and selling ideas. 3. With 4 years sales experience with top operation. 4. College graduate . . . family man. Let's talk. Box 497E, B•T.

Salesmen

Salesman, 4 years experience. Desires permanent position, stable radio-tv station. Excellent references. Box 475E, B•T.

Account executive, 30, University degree-advertising. Five years radio sales experience, local, national accounts. Excellent agency contacts. Outstanding record as salesman. (Employed as sales manager). Desires change. New York area. Box 494E, B•T.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Staff announcer leaving Army. Intensive pre-Army experience with MBS affiliate—spots, DJ, especially strong on news, serious music. Board. Also acting experience. Served in editorial and radio-tv departments, Army Home Town News Center. Graduate Powers Radio-Theatre-TV School, Boston. Soon married, teetotaler. Audition, references. Prefer northeast or midwest, but will travel. Minimum, $2 hour. Box 320E, B•T.

Dynamic sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Keen sports insight, industrious, creative. Box 378E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request Box 413E, B•T.

Experienced sportscaster, play-by-play, basketball, football, baseball and hockey. Reliable, veteran, married. Television experience. Box 454E, B•T.

Announcer-newsman. 4 years commercials top 50kw, 3 years Washington news. Can write, produce. Box 455E, B•T.

Seattle, Portland, Cincinnati, Miami or ? Powerpacked, hard-hitting sports commentator, sports director, lifetime devoted to analysis of sports, my sports knowledge unquestioned. Age 35. Box 459E, B•T.

Former university staff announcer—fine voice—looking for commercial outlet. Box 462E, B•T.

Announcer-staff, news-talent, commercials, strong ad-lib play-by-play sports, friendly platter shows. Mature, married, settle permanently. Limited experience, accent on future. Travel. Tape. Box 463E, B•T.

Announcer. Strong news delivery. Five years experience. College graduate. Capable. Box 467E, B•T.

Exceptional play-by-play sports man available for college or pro football and basketball. Radio-tv. 20 years experience in major market. Top references, tapes, interview. Box 468E, B•T.

Staff announcer—three years experience. Versatile, alert. Main requisite, permanency. Can handle sports. Want combination if possible. Good background. Box 474E, B•T.

Situations Wanted—(Cont'd)

Five years experience. Commercial announcer am-tv. Top play-by-play all sports, DJ. Desire to relocate. Box 479E, B•T.

Experienced—announcer, radio and tv, NBC trained, college grad. Married, now employed. Box 489E, B•T.

Top quality announcer-program director. College graduate. Married. Desires position with future. Network experience. Good administrative ability. 13 years radio. Box 491E, B•T.

Sportscaster experienced, employed, handle sales, news, DJ too. Permanent. Box 492E, B•T.

Announcer—news, music, good selling voice. Tape, photo on request. Box 495E, B•T.

Versatile college graduate in radio arts with 3 years announcing experience in rural and metropolitan markets. Presently employed, married, 26. Desire change to permanent position in southern radio or tv offering opportunity to advance. Resume, tape, references. Box 498E, B•T.

Experienced, reliable announcer presently employed, seeks position with progressive organization. Tape on request. Background and ability will please you. Box 499E, B•T.

Announcer-engineer, 6 years pop, hillbilly audience. Chief, best reference. Married, vet, 34, car. Frank Berry, Box 477, Hopewell, Virginia. Phone 4337.

Sportscaster—newscaster—dee jay—staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer staff tie-up, heavy sports station. Tape. Resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Staff, news, sports, DJ, capable, industrious, 23, single, veteran, travel, tape. Recent graduate. Frank Dana, 240 Dahill Road, Brooklyn, N. Y. ULster 4-9294.

Announcer-disc jockey personality—recent graduate, able news and sports. Good commercial sense. Veteran, single, capable. Relocate, resume-tape. Tony Day, 944 McDonald Ave., Brooklyn, N. Y. UL 3-0281.

Staff announcer, Midwestern Broadcasting School. Experience in announcing, DJ, sports, board work, writing. Single, travel. Don Devitt, 3938 Maypole, Chicago, Illinois.

Staff announcer. Strong on news. Some experience. Veteran. Willing to travel. Tape available. Edward Hickey, 321 East 43 Street, New York City, N. Y. MU. 6-5777.

Early morning DJ team, man and woman, "kidnapers of competitors audiences". Large or small stations having tough morning competition should be interested. Staff or contract with talent. Capable on other shows. Both operate board, third tickets. Desire opportunity to sell, also. Present employer best reference. Phone Ted Roberts or Jan Evans, 8 to 12 noon, Spartanburg, S. C., 3-1400, or wire 260 Hydrick Street.

Versatile announcer, strong news, DJ personality, commercials, control board operator, veteran, single, resume, tape, will travel. Bill Ross, 60 E. Pierrport Avenue, Rutherford, N. J.

Announcer—"Girl Friday". Tape, photo, resume on request. Lucille Schaller, 5016 N. Winthrop, Chicago, Illinois.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Straight engineer, 5 years experience, first phone, ham license, now available. Box 457E, B•T.

Engineer, first phone. Five years experience all phases. Prefer northeast—outstanding opportunities anywhere. Box 464E, B•T.

Chief engineer—capable, experienced all phases. Stable family man. Southwest. Box 469E, B•T.

First phone, 2 years radio-television school, presently employed one kw communications station, 24, single. Want television or radio station employment in Illinois or Missouri. Box 472E, B•T.

Situations Wanted—(Cont'd)

Engineer, 1st phone, experienced installation and construction, 9 years with inventor of fm, 5 years other phases electronics. Box 477E, B•T.

Chief engineer—television pioneer, experienced in providing top-notch engineering at reasonable cost. Can attract experienced personnel. Write Box 496E, B•T.

Production-Programming, Others

Experienced radio and tv newsman seeking permanent position. Have worked extensively in radio news plus wire service and newspaper correspondence. Member RTNDA, SDX, 30 years old. Box 451E, B•T.

Jill of all trades, mistress of 'em all—continuity, publicity, secretarial, traffic, air work. Experience includes N. Y. market agency. 28, college graduate. Available September 21st for employment in D. C. Box 466E, B•T.

Seeking supervisory position, program department. PD, five years experience; programming, production, continuity, etc. Excellent record, references. College. Box 470E, B•T.

Radio-tv production man: 6 years media. 1 year national agency. Also, continuity, promotion, news room experience. Details upon request. Box 502E, B•T.

Woman with 6 years radio experience as copywriter, traffic manager and program director with air work on DJ and women's shows: Also 6 months tv experience as copywriter and 2 months as talent on kitchen show, wants job in west, southwest or? Contact Rosemary M. Castor, 2116 Irving South, Minneapolis, Minnesota. Kenwood 8936.

Experienced newsman, sports writer, top-flight on features, human interest. Continuity and commercial know-how. Veteran. Wire or write Barney Engel, 2262 Hall Place, N.W., Apt. 201, Washington, D. C.

Copywriter wants permanent position. Three years radio experience. Draft exempt young man. Go anywhere. 2636 Seventeenth Avenue South, Minneapolis, Minnesota.

Television

Situations Wanted

Managerial

Radio-tv manager. Top network tv background in major western market. Fifteen years network radio management. Strong on operation, promotion and sales. Available immediately. Box 423E, B•T.

Don't let's kid ourselves. The gravy days of television are over. Yes, I have excellent national contracts but national sales cannot support all the stations. More important is my ability to devise local sales techniques which bring in the necessary profits and while directing all operations, I have done it in a vhf small market, in areas officially labeled "critical" and in strike afflicted communities. Available as general manager or commercial manager in large market. Specific details, excellent references, personal interview on request. Box 476E, B•T.

Situations Wanted—(Cont'd)

Sales maanger. 9 years radio-tv experience in nation's 6th market. Must have complete control of sales and program departments. Box 485E, B•T.

Announcers

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years radio/television, B.S. degree, Journalism. Stage experience. Single, 29, anywhere for full or part-time plus talent, or talent only. Lots of program ideas and ability to carry through. Will appreciate your reply to Box 407E, B•T.

Announcer, eight years experience, now located large southwest am-tv operation desires return to native northeast in large market. Good voice, personality and appearance. Box 473E, B•T.

Major market sportscaster. 9 years experience all sports. Best agency and station references. Must have good base plus talent fees. Box 486E, B•T.

Announcer-engineer. 7 years experience all phases radio, wishes tv opportunity. Box 493E, B•T.

Technical

Engineering director — chief engineer — experienced am-fm-tv, color tv, construction and network operations. Box 483, B•T.

Production-Programming, Others

Tv director. Experienced. Nine years college. Newspaper, administrative background. Box 418E, B•T.

New station? I'll put it on the air for you, then stay if you wish. PD, five years' experience; programming, production, copy. Put two stations on air, into black. Can do same for you. Box 461, B•T.

Tv producer-director with network experience desires change. Presently employed by one of the nation's leading net-originating stations. Radio and N. Y. ad agency background. Box 465E, B•T.

Need continuity director, client service director, or advertising manager with tv experience? Have handled all aspects; advertising campaigns, client service, copy, commercial production. Large, small market radio-tv experience. College degree. Best references. Employed but available immediately. Box 471E, B•T.

Thoroughly experience tv program manager-film buyer now employed, seeks metropolitan location for permanent position. Working knowledge copy, production, traffic. All offers considered. Box 480E, B•T.

Program-production manager — experience all phases tv production. Will relocate for right position. Box 481E, B•T.

Single woman with dramatic experience-qualifications and experience in tv directing, acting and film editing, wants jobs with future. Write for particulars. Box 500E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Television director wishes affiliation with tv station staff, five years experience. For details write Box 503E, B•T.

Director-producer currently in high echelon radio-tv job, Department of Army. To be released from service 14 September. Also well versed in promotion, writing, announcing and personality work. Desire permanent position, preferably in new tv outlet. Experienced, ambitious, dependable, creative. Age 26. Married. Two children. BA degree, radio-tv. Lt. James W. Hale, 1712 So. Pollard Street, Arlington, Virginia.

Experienced cinematographer desires a staff position with a television station. Skilled in news coverage and all phases of film production. Six years in the television industry. 16mm equipment. Further information, contact, Harold B. Scroggy, 80 Byers Avenue, Akron 2, Ohio.

For Sale

Stations

Fulltime southeastern, single station market. $47,500. Paul H. Chapman, 84 Peachtree, Atlanta, Ga.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T..

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Equipment for sale: Six electro-voice V-2A 250 ohm microphones with amphenol connector and cords. Take all six for $135.00 or $25.00 each. Box 453E, B•T.

Studio console—RCA 76-B2 with power supply. Excellent condition. $1,250.00. FOB Minneapolis. Call or wire. Kay Bank Recording, 111 No. 11th Street, Minneapolis, Minn.

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Wincharger type 101 tower 150 feet high for shunt fed antenna, w/o base insulator, complete with anchors, ready to erect. Never been used. $1000.00. L—CAA A-3 light kit for 150 foot tower. Never been used. $250.00. Christopher Fuel Corporation, P. O. Box 874, Morgantown, West Virginia.

GE fm monitor, rack mounted, two amplifiers, 72 pair jack panel $500. 250 watt GE transmitter, antenna, 80 foot tower $1000. Two turntables, RMC heads, tape player $500. H/P 201B audio oscillator $125 H/P 330B distortion analyzer $225. SX42 receiver, S36A receiver, Knight frequency standard, rack mounted $175. Monitor. Leader, Mt. Clemens, Michigan.

Wanted to Buy

Stations

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Want 250w—1000w established or new am station. Box 435E, B•T.

Equipment Etc.

Wanted—used 5 kw am transmitter. Must be reasonable. Box 484E, B•T.

Wanted 5 to 10 kw am broadcast transmitter, 500 to 1500 kc. Give price and specifications. Box 490E, B•T.

Two Gates CB11 turntables, three Gray arms, two Gray equalizers. Winston Ward, KIMP, Mt. Pleasant, Texas.

Wanted equipment for standard broadcasting station. Tower, console, turntables, microphones, monitors, tape recorders and etc. Contact Harry Epperson Jr., Ararat, Virginia.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

LIVE MAN NEEDED IN HAWAII

Don't wait till you're dead to go to Heaven! Come to heavenly Hawaii as Sales Manager if you can sell radio for HAWAII'S BIG STATION, with ideas, gimmicks, promotion. Air mail experience, references, salary requirements to: Fin Hollinger, KPOA, Honolulu. Send carbon copy of your letter for interview appointment to: Radio Hawaii Inc., 420 Lexington Ave., New York City, N. Y. Telephone MUrrayhill 6-4686.

SALES MANAGER

The PROJECTOGRAPH Company whose machine resembles a TV set and projects a variety of TV slides on its screen in stores, hotels, airports etc., will give a substantial commission and interest in company proposition to a man experienced in radio or TV station tieup with merchants on franchise and merchandising plans.
Box 415E, B•T

Salesman

ADVERTISING AGENCY

Wanted by medium size Midwest A.A.A.A. Advertising Agency with large Radio and Television billing (not Chicago) a Radio and Television Station Contact Man. Must have had experience as Station Rep. or Station Sales or Agency Radio Department. Should be free to travel to contact Stations and Client Representatives. Write
Box 416E, B•T.

Television

Help Wanted

Technical

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two technicians for studio operation and maintenance. Duties consist of operation at all video and audio positions with emphasis on technical ability and experience. Prefer men with previous television experience, however, will consider recent graduate of recognized television technical school. Radio telephone first class license required. Presently expanding facilities for 100 KW operation. Many employe benefits. Contact Chief Engineer, WTVN, Inc., 753 Harmon Ave., Columbus, Ohio.

Situations Wanted

Managerial

experienced radio-tv-newspaper
MANAGER
available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).
Box 487E, B•T

Salesmen

TOP RADIO SALESMAN

. . . . and wife who can handle board and do disc jockey. Available immediately. Prefer station in the Southeast.

Box 501E, B•T

Announcers

TOP DEEJAY WHO'S UNHAPPY

Not realizing potential. Now doing daily radio and Tv show. 12 years experience including Miami and New York City. Some network. 33, personable, friendly. Professional, humorous, sometimes hilarious ad-lib. Celebrity interviews, audience participation as specialty. Zany but intelligent informal chatter, never at a loss . . . and I sell products, sponsors happy. Top Hooper-Pulse surveys. Desire large metropolitan area, $200 per week, less with talent. Tapes, references, brochure on request. Box 452E, B•T

Production-Programming, Others

PRODUCTION MAN

It's not what you know, it's who you know. I hope that's not true! After seven years in the profession, I've learned a lot . . . Now I want to expand from "mike" to production in a New York City agency or Network. I don't know anyone . . . except myself. I'm a college graduate, twenty-nine, married (three children) with ability and perseverance. Currently employed in New York, but potential not commensurate with ambition. Box 482E, B•T.

Television

Situations Wanted

Salesman

★ SALES ★ SALES ★ SALES ★

Successful radio and television PRODUCER ★ DIRECTOR ★ WRITER ★ ANNOUNCER with 17 years diversified and productive experience, wants opportunity to create

★ ★ ★ SALES ★ ★ ★

Salary secondary to opportunity. Best references. Box 504E, B•T.

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

FOR SALE

200 Ft. Wincharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:
1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

Miscellaneous

MANAGEMENT CONSULTANTS
Is Your Station Losing Money? We Will Put it in the Black; If it is Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Instruction

GET YOUR FCC LICENSE NOW
Accelerated, tutored courses. Need only high school training or equivalent. 1st class Radio-Telephone Commercial License
Day or Evening
New Classes Starting September 8th & 13th
Rad-Tel Consultants
1 Beekman Street
New York 38, N. Y. WOrth 4-1180

(Continued from page 104)

Fort Worth, Tex., Texas State Network Inc.—Cancelled hearing conference heretofore scheduled for Aug. 26, and the hearing for reception of evidence is advanced and scheduled for Aug. 23 at 9:30 a.m., re proceeding for ch. 11 (Docket 10872).

By Hearing Examiner James D. Cunningham

Boston, Mass., Allen B. DuMont Labs. Inc.—Granted petition to amend its application for ch. 5, to include name of Keeton Arnett as vice president (administration) of petitioner corporation (Docket 8739 et al.). (Action of 8/20).

Issued an order governing hearing in re application of Hanford Bcstg. Co. of Calif. (KNGS), Hanford, Calif., for am facilities (Docket 10934); hearing to commence on Nov. 2. (Action of 8/19).

By Hearing Examiner Thomas H. Donahue

Lawton, Okla., Lawton Bcstg. Co.; Progressive Bcstg, Co.—On petition of Progressive, continued hearing in re am facilities, from Aug. 23 to Sept. 3 (Dockets 10720, 10993).

By Hearing Examiner Fanney N. Litvin

KIFN Phoenix, Ariz., Western Bcstg. Co.—Gave notice of a pre-hearing conference to commence Aug. 30 in re. mod. of am CP (Docket 10914).

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.—On petition of Southern, extended from Sept. 1 to Sept. 8, the time to exchange exhibits in re proceeding for ch. 6, and the date for taking testimony was continued from Sept. 13 to Sept. 20 (Dockets 11042-43).

August 24 Applications

ACCEPTED FOR FILING

License for CP

KINY Juneau, Alaska, Alaska Bcstg. Co.—License to cover CP (BP-9112) which authorized change frequency (BL-5419).

KLPW Union, Mo., Leslie P. Ware tr/as Franklin County Bcstg Co.—License to cover CP (BP-8241) as mod. which authorized new standard broadcast station (BL-5417).

KLTZ Glasgow, Mont., James C. Carson, Charles L. Scofield and Willard L. Holter d/b as The Glasgow Bcstg. Co.—License to cover CP (BP-9105) as mod. which authorized new standard broadcast station (BL-5413).

KEYJ Jamestown, N. D., James River Bcstg. Co.—License to cover CP (BP-9136) as mod. which authorized new standard broadcast station (BL-5412).

WKBL Covington, Tenn., Charles K. Sparks and R. William Hoffman d/b as Tipton County Bcstg. Co.—License to cover CP (BP-8935) as mod. which authorized new standard broadcast station (BL-5414).

KCNC Fort Worth, Tex., Blue Bonnet Bcstg. Corp.—License to cover CP (BP-9292) which authorized change transmitter location to 2212 East 4th St., Fort Worth (BL-5411).

Remote Control

WJHP Jacksonville, Fla., The Jacksonville Journal Co.—(BRC-496).

WRWB Kissimmee, Fla., Radio Station WEWB (BRC-497).

WCOA Pensacola, Fla., WCOA Inc.—(BRC-494).

WEOA Evansville, Ind., WFBM Inc.—(BRC-498).

WEOA Evansville, Ind., (aux.), WFBM Inc.—(BRC-499).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—(BRC-495).

WJHP-FM Jacksonville, Fla., The Jacksonville Journal Co.—Transmitter may be operated by remote control from 4038 Phillips Highway, Jacksonville, Fla. (BRCH-105).

Renewal of License

WHAR Clarksburg, W. Va., WHAR Inc.—(BR-1466).

WKYR Keyser, W. Va., WKYR Inc.—(BR-2834).

Application Returned

KNEL Brady, Tex., G. L. Burns—Involuntary assignment of license to Gene M. Burns, independent executor of the Estate of G. L. Burns, deceased.

Modification of CP

KHQA-TV Hannibal, Mo., Lee Bcstg. Inc.—Mod. of CP (BPCT-760) as mod. which authorized new tv station for extension of completion date to 3-24-55 (BMPCT-2425).

KRGV-TV Weslaco, Tex., KRGV Television Inc.—Mod. of CP (BPCT-1678) as mod. which authorized new tv station for extension of completion date to 2-15-55 (BMPCT-2426).

August 25 Applications

ACCEPTED FOR FILING

Modification of CP

KFIA (TV) Anchorage, Alaska, Keith Kiggins and Richard R. Rollins d/b as Kiggins and Rollins—Mod. of CP (BPCT-1710) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2428).

WJNO-TV Palm Beach, Fla., Palm Beach Television Inc.—Mod. of CP (BPCT-1130) as mod. which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2430).

WSEE (TV) Erie, Pa., Great Lakes Television Co.—Mod. of CP (BPCT-1286) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2427).

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Southern
AM-VHF TV Opportunity
$100,000.00

This combined operation is located in one of the most attractive growth markets in the south. A one-third interest with full protective provisions is available to a qualified party for $100,000.00.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

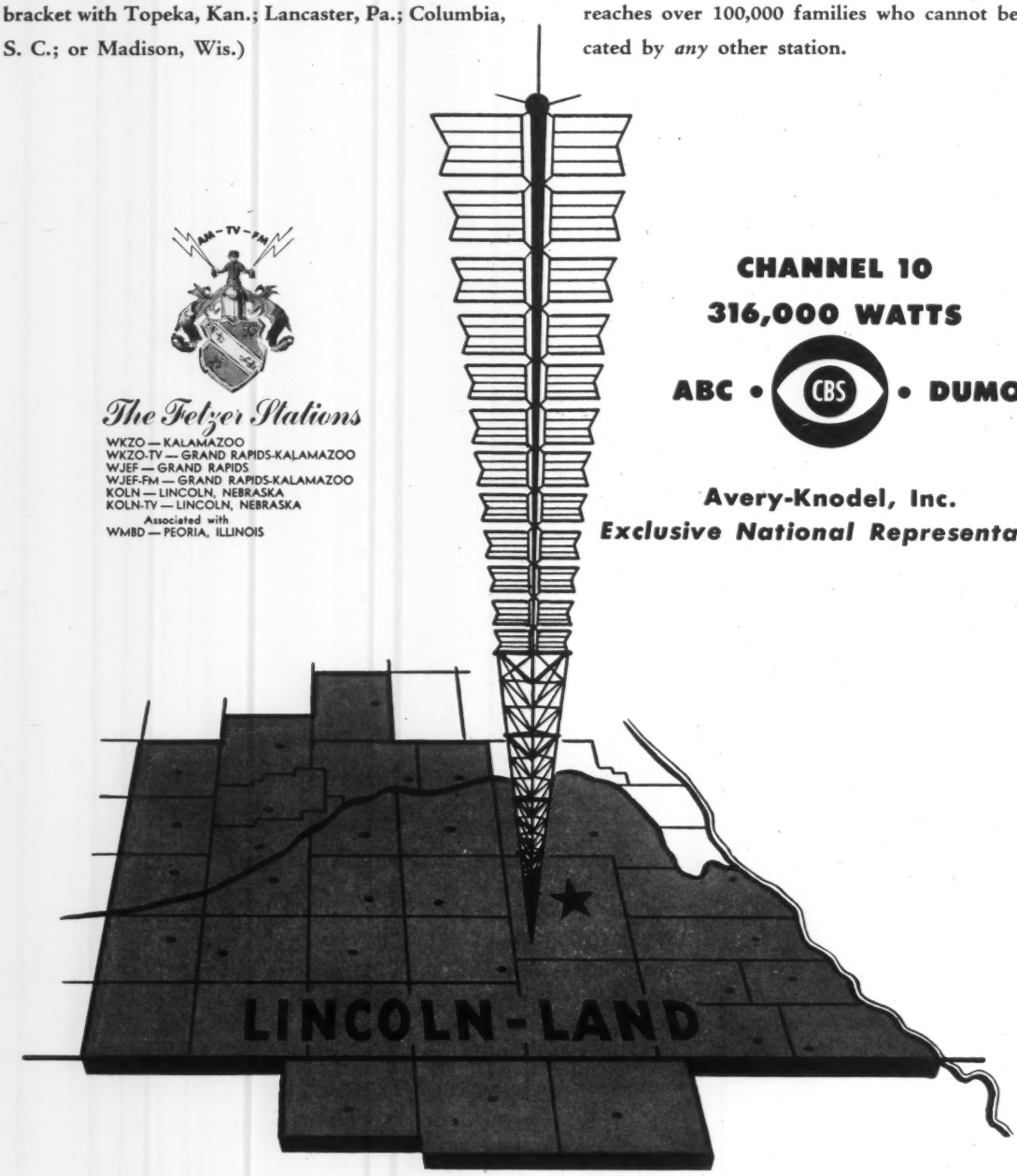
SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

KOLN-TV GIVES YOU LINCOLN-LAND—

Nebraska's Other Big Market!

The map below shows Lincoln-Land—34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by *any* other station.



AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.
Exclusive National Representatives

TELESTATUS

August 30, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 260,000
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
► WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 96,300
► KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 29,443
► KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
► KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 72,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,861,132
► KCOP (13) Katz; 1,861,132
► KHJ-TV (9) DuM; H-R; 1,861,132
► KNBH (4) NBC; NBC Spot Sls.; 1,861,132
► KNXT (2) CBS; CBS Spot Sls.; 1,861,132
► KTLA (5) Raymer; 1,861,132
► KTTV (11) Blair; 1,861,132
► KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starter

The following tv station is the newest to start regular operations:
WJNO-TV West Palm Beach, Fla. (ch. 5), Aug. 22.

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 982,070
► KPIX (5) CBS, DuM; Katz; 982,070
► KRON-TV (4) NBC; Free & Peters; 982,070
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KTVU (36) NBC; Hollingbery; 112,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

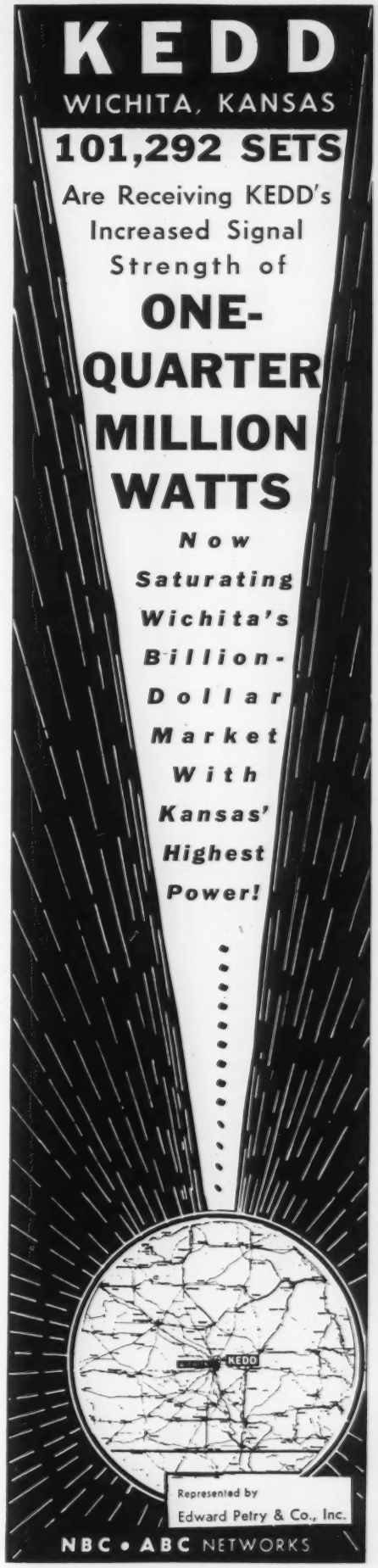
CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 147,200

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KHQA 7 TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 117,776 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 27,100
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 120,763
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 19,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 151,005
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 144,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,400
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
► WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 477,000
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 477,000
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 177,323
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 405,706
► KMBC-TV (9) CBS; Free & Peters; 405,706
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 11,000

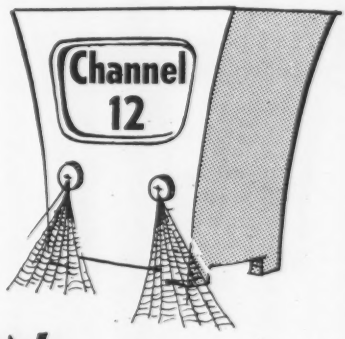
THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

THRIFTY FIFTY PARLAYS CBS ADJACENCIES INTO CASH SALES

WEHT brings 28 CBS shows exclusively to the Evansville, Indiana Tri-State on U.H.F. in this U.H.F. dream market, isolated from ANY consistent V.H.F. coverage.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50



IN KANSAS

See Your KTVH Sales Representative Today!

CHANNEL 12 KTVH HUTCHINSON - WICHITA VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

EVEN ROMULUS WATCHES

W·H·E·N

Romulus has found a new way to tame wolves — just expose 'em to Channel 8 and they roll right over, gentle as kittens.

Four legs or two, not even a wolf can retain his baser instincts once he comes under the mellowing influence of WHEN-TV. And the folks of Romulus, N. Y., a wolf-free town upstate, are in a mood to build temples and erect statues to the glory that is WHEN-TV. It's their favorite oracle.

If your problem is the wolf at the door and your business is selling, let the oracle speak for you.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

CBS
ABC
DUMONT

A MEREDITH STATION

FOR THE RECORD

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
KUON (12) See footnote (d)
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,800
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 345,859
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,650
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,500
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,044,134
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 130,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,000
► WGBI-TV (22) CBS; Blair; 165,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 166,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

TENNESSEE

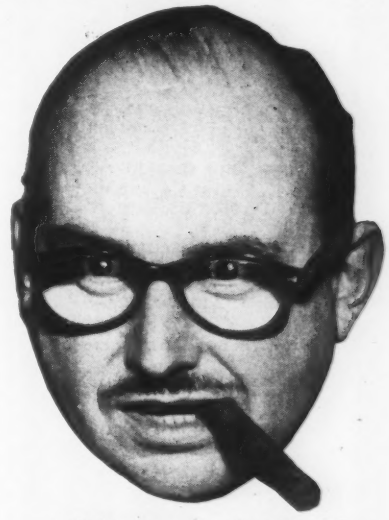
Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 287,818
► WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 52,961
► KGNC-TV (4) NBC, DuM; Katz; 52,961
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
► KTSM-TV (9) NBC; Hollingbery; 53,481
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

I'M JOE FLOYD . . .



I belong to a family of
BIG SPENDERS

They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

* Husky sections of South Dakota, Minnesota, Iowa, Nebraska

KELO TV and Radio

Channel 11 – Sioux Falls, S.D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697

Seattle—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,000

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) 6/11/54-Unknown

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Oct. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBC; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 393; total cities with stations on air; 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,135,250.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Cameras and Crews for Studio or Remote Use

Need extra equipment for local promotions, telethons, special event coverage? We have complete camera chains and trained crews ready to go anywhere and handle largest or smallest jobs. Reasonable daily rates—complete equipment furnished from lights to cameraman. Examples of jobs we have done furnished on request.

CLOSED CIRCUIT WORK

We have equipment to handle all types of closed circuit jobs, from in-store promotions to coast-to-coast hook-ups. Lots of experience and reams of good ideas. We'll pay commissions to your station for leads or handle it through you.

UNIVERSAL BROADCASTING SYSTEM, INC.

8000 Grand River Detroit 4, Mich.
2193 Commonwealth Ave. Boston 35, Mass.

UPCOMING

AUGUST

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

Aug. 31: BAB clinic, Indianapolis, Ind.

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.

Sept. 2: Television Bureau of Advertising Inc., Blackstone Hotel, Chicago.

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

Sept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.

Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

SPECIAL LISTING

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

NOW BEING MAILED, THE 1954-55

TELECASTING YEARBOOK-MARKETBOOK

. . . . . the 500 page source-book you'll use daily for vital television business data.

ADVERTISERS • AGENCIES • STATIONS • NETWORKS • SERVICES

Note: If you're not already a B•T subscriber, or if your subscription does not include the Telecasting Yearbook please check and mail this order form.

Broadcasting • Telecasting
1735 DeSoles St., N. W., Washington 6, D. C.

☐ *Enter my subscription including the 1954-55 TELECASTING Yearbook—$9.00.*

☐ *Adjust my subscription to include the 1954-55 TELECASTING Yearbook—$2.00.*

☐ *Please send me copies of TELECASTING Yearbook at $3.00 per copy.*

name title

firm

street

city zone state

On and Off the Agenda in Chicago

CHICAGO this week becomes the hub of top-level broadcast activity. When NBC-TV and CBS Radio independently scheduled their sessions they doubtless had in mind family gatherings that would avoid the controversial and the spectacular. But the turn in events, notably surrounding the new Bricker investigation, probably will alter planned agendas.

In addition, virtually concurrent meetings have been scheduled to formalize the organization of the new Television Bureau of Advertising Inc. as the all-industry sales promotion project, and the proposed new Quality Radio Group to sell nighttime taped programs on a cooperative basis. Both projects appear to be set to go, and there should be no hitches because they're both meritorious.

Fireworks are not expected at either of the network sessions. Certainly this is no time to stimulate any. The sessions should be strictly business, looking toward means of better selling and programming in what will become the color era. This poses new equations for both radio and tv, and new rate questions for tv.

The opportunity should not be overlooked, however, to appraise the legislative picture and the bearing it could have upon all broadcasting. The harm that could be done by a reckless, headline hunting Bricker inquiry is practically limitless. We fail to see how any good can come of it. The emphasis should be on homework during the recess with Congressional delegations, not alone on the Bricker inquisition, but also on such legislative thrusts as the Bryson Bill to ban beer and wine advertising, and the discrimination implicit in the barring of microphones and cameras from Congressional Committee hearings.

The Bricker Enigma

WHAT will be accomplished by the Bricker investigation of all things broadcasting is as much of an enigma as the purpose of the inquiry itself. If past inquiries in this field are any criteria, the answer will be exactly nothing, except for an abysmal waste of time and money by private groups as well as government.

How far the inquiry will go will depend in large measure upon what the staff produces between Sept. 1 and the time the new Congress convenes in January. With strong personalities like former FCC Comr. Robert F. Jones and his old adversary, former Assistant General Counsel Harry Plotkin, in the counsel roles, almost anything can happen. Mr. Jones is designated to "head" the investigation in the deftly worded announcement of Chairman Bricker. That places him in the role of "majority" or Republican counsel.

Mr. Plotkin's status, not yet formally announced because he is on vacation until after Labor Day, must then be that of "minority" or Democratic counsel. By the very nature of the assignments, Messrs. Jones and Plotkin will represent opposing viewpoints.

There are many strange overtones and contradictions in this alignment. The GOP, pledged to cooperation with private enterprise, is embarking upon an inquisition which seems to do violence to the party's intent. And the Democrats, who had been criticized because of undue interference with business during their incumbency, are thrust into a position in defense of the pursuits Mr. Bricker insists upon investigating.

If the networks are the primary target, no legislation is needed. The FCC has the authority, under the chain-monopoly rules, to move. The FCC hasn't because the Bureau of the Budget has been unwilling to authorize the funds for a study.

The chances are that Mr. Bricker, and some of his Senatorial colleagues, are not so much interested in network licensing as they are in finding some means to curb network commentators. The politician thinks in terms of elections. Radio, and latterly television, have become the most potent means of reaching the electorate. The politician's interest thus is manifest.

But this whole investigation picture could change by fall. A swing of a few Senate seats from the Republican to the Democratic side would shift control to the Democrats. Mr. Bricker would not be chairman of the Senate Commerce Committee. The gavel would go to young, communications-wise Warren Magnuson of Washington. Would Sen. Magnuson want a witch-hunt into broadcasting? We're disposed to think he would not. Senate chairmen, it should be noted, are absolute rulers of their committees' destinies.

Drawn for BROADCASTING • TELECASTING by G. C. Troop

"This is going to be good!"

We hope there will be no hitch in naming Mr. Plotkin. Since he left the FCC three years ago to enter private practice, he has been exposed to the non-regulatory side of broadcasting. He has learned that business men too are interested in providing a public service, because that constitutes good business. Mr. Plotkin's ability and integrity are not questioned. He has worked as avidly for his private clients as he did for his government "client."

From now until January, the story of the Bricker committee intent should unfold. A GOP reversal in November could end it all. But that is only a remote possibility. Meanwhile, it is to be hoped that the committee staff will not make a circus out of the preliminary study, and that there will be no attempt to upset that which exists. To do this would not only upset a basic and essential pursuit in our economy but also would do a great public disservice.

Markets on the March

EVERY business enterprise stops at intervals to take stock. America's entrepreneurs want to know where they are and where they have been. Then they are in a position to plan where they are going.

Heretofore, the government has wisely conducted a stock-taking of business and industry on roughly a five-year schedule. For a modest sum the Census Bureau has been able to take a national inventory of business, manufacturing and mining. This information has guided both government and business in planning, forming the basic material used in reaching important decisions.

After baffling Congressional neglect for which no logical reason could be ascribed, $8.4 million was appropriated by Congress just before adjournment for the quinquennial inventory of business and manufacturing. The enabling law had been on the books since the last session but the necessary funds were not appropriated until the last minute. The fund is roughly a third of the sum originally asked but the census will be conducted on a mail basis, requiring the addition of about 1,000 workers at the Census Bureau.

Latest available census data on America's commerce range from 7 to 15 years old. In an economy keyed to mass production, efficient selling through advertising and quick turnover, this antiquity of statistical resources is intolerable.

The new data will cover 1954 operations and should be completed by the end of 1955, provided business and manufacturing firms cooperate by promptly returning questionnaires. Broadcasters will have a chance to expedite the statistical processes by joining the business fraternity in cooperating with the Census Bureau.

MORE POWER = MORE SALES

1,328 ft

	WAS	TO BE (OCTOBER 31ST)
TOWER	490 FT.	1,328 FT. ABOVE AVERAGE TERRAIN
POWER	17 KW	100,000 WATTS
0.1 MV/M COVERAGE AREA	9,548 SQ. MI.	23,902 SQ. MI.

ALL THIS MAKES AVAILABLE

1,116,790 PEOPLE COMPRISING 345,014 FAMILIES LIVING IN OKLAHOMA, KANSAS, MISSOURI AND ARKANSAS

for Example... the city of TULSA only...

RANKS 45TH AMONG THE TOP 57 CITIES IN SIZE WITH CBS OR NBC AFFILIATION

7TH IN SPENDABLE INCOME PER FAMILY

7TH IN FAMILIES WITH $6,000 OR OVER INCOME

6TH IN INCREASED SALES PERCENTAGE IN THE LAST 5 YEARS

KOTV channel 6 — 5 YEARS ON THE AIR MAKES STRONG VIEWING HABITS

CBS TELEVISION NETWORK

KOTV, INC. TULSA

CHANNEL

Edward Petry & Co., Inc.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. *(Sales Management's 1953 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative